

A. CONTACT INFO

Ministry Name	Mama Cares Foundation
CEO Name & Title	Michael Mellace, Executive Director
Primary Contact & Title	Kathleen Curry, Program Development Coordinator
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B. KEY INFO

Year Founded	2003
Total Employees (FT & PT)	2 FT
Total Volunteers	10
Total Board Members	3
Total Donors (last 24 months)	6
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 type="checkbox"/> Yes <input checked="" 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	\$65,200	\$300,000	\$300,000
All Other Income		\$1,000,000	\$1,000,000
Total Income	\$65,200	\$1,300,000	\$1,300,000
EXPENSE			
Program Services	\$3,768	\$1,100,000	\$1,100,000
General & Administrative		\$125,000	\$125,000
Fundraising			
Total Expense	\$3, 768	\$1,225,00	\$1,225,000

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	Nourishing Hope: Helping children fight hunger and malnutrition.
What do you do? (50 words or less)	Mama Cares Foundation has created an RUTF nut paste that has a remarkable impact on the life expectancy of severely malnourished children. We have partnered with prestigious organizations to produce, manufacture and distribute the product to countries in need. We are aiming to produce the RUTF both locally and overseas.
Key Endorsements (names of people or organizations)	Kathy Troccoli, World Vision, UNICEF, JAM International, Tufts University, Growers First
Our “BHAG” (Big Holy Audacious Goal) is:	Our “BHAG” is to END child mortalities globally due to severe acute malnutrition as we nourish hope both physically and spiritually.

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 respond to one of the greatest crises facing the world today by bringing hope and justice to those suffering with severe acute malnutrition, poverty, and lack of education – meeting needs both physically and spiritually.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Faith-filled and passionate about bringing tangible solutions to the needs (both physically and spiritually) of malnourished children – a team consisting of individuals, AID Organizations and church ministries. • Our SUPPORTING customers are: Individuals and organizations whose objective is to provide global humanitarian aid.
3. What does the (PRIMARY) customer value?	The primary customer values the call of God to bring hope to the poor and live radically by loving others through action both at home and globally.
4. What have been our results?	The cause, itself, seems to attract people to take initiative and approach us. We have seen an overwhelming number of people wanting to rally around us by offering their time, ideas, and talent.
5. What is our plan?	Our plan is to continually move forward, persevere through all challenges and seek God to give us opportunities to feed as many children as possible.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Simple, Proven Product • Existing Humanitarian Crisis – Malnutrition • Relationship with World Vision • Supply Chain Knowledge 	<ul style="list-style-type: none"> • Limited Funds • Limited Distribution Model • Currently, Only US Production 	<ul style="list-style-type: none"> • Unused Capacity at Facilities in Africa • Number of Partnerships • Existing Vendor Relationships • Only 3% of Malnourished Children are receiving Treatment 	<ul style="list-style-type: none"> • Nutriset Patent • Political Barriers

G. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Offer expertise in distribution, marketing, social media and church AID.	Immediate
2	Partner with us by leveraging vendor relationships or becoming a corporate sponsor. Any creative contribution to decreasing the production cost for Re:vive will increase the number of treatments for malnourished children.	Immediate
3	Brainstorm and put action to ideas that increase publicity, increase potential networking relationships, and create a “buzz” in churches and Christian arenas.	Immediate
	<u>Major Prayer Request:</u> To use wisdom and discernment when making decision concerning the foundations of Mama Cares Foundation/ Re:Vive and future partnerships. To allow God to stretch us to our fullest capacity in the areas of knowledge, creativity and passion.	

Thanks for limiting your report to 2 pages!