

A. CONTACT INFO

Ministry Name	Nations Foundation
CEO Name & Title	Joel Parker - Founding Director
Primary Contact & Title	Joel Parker - Founding Director
Address, City, State, Zip	PO Box 1342 Puyallup, WA 98371
Phone	(253) 686-0226
Email	joel@nationsfoundation.org
Website	www.nationsfoundation.org

B. KEY INFO

Year Founded	2006
Total Employees (FT & PT)	FT - 4, PT - 5
Total Volunteers	5
Total Board Members	7
Total Donors (last 24 months)	263
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 checked="" type="checkbox"/> Other: We are in the process of applying for EFCA.
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 type="checkbox"/> No <input checked="" type="checkbox"/> We will meet this standard by (date): Feb 2010

C. FINANCIAL INFO (per ECFA reporting categories – www.ecfa.org)

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget 2010
INCOME			
Donated Income	\$145,788	\$250,000	\$250,000
All Other Income	\$4,017	\$25,000	\$25,000
Total Income	\$149,805	\$450,000	\$450,000
EXPENSE			
Program Services	\$68,509	\$290,000	\$290,000
General & Administrative	\$70,224	\$125,000	\$125,000
Fundraising	\$3,652	\$10,000	\$10,000
Total Expense	\$142,385	\$425,000	\$425,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Nations Foundation seeks to reach and impact this generation's snowboard community with the saving message of Jesus Christ.
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What do you do? (50 words or less)	We produce industry-standard snowboard films that are relevant to the global snowboard community. These films present the gospel message through the stories of world's most talented professional snowboarders, and are then toured around the world, in order to present the gospel to the demographic of 20 million snowboarders worldwide.
Key Endorsements (names of people or organizations)	<ul style="list-style-type: none"> • Kevin Palau and Luis Palau Association • Walking on Water • TBN / JCTV
Our "BHAG" (Big Holy Audacious Goal) is:	That every member of the 20 million demographic of snowboarders worldwide will have seen a Nations Foundation film and hear the gospel message.

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?	Nations Foundation seeks to reach and impact this generation's snowboard community with the saving message of Jesus Christ.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: <ul style="list-style-type: none"> ○ The 6.6 million person demographic of snowboarders domestically, and the 20 million snowboard demographic internationally. • Our SUPPORTING customers are: <ul style="list-style-type: none"> ○ Churches and other Christian organizations who are using our films as tools to present the gospel message.
3. What does the (PRIMARY) customer value?	Our primary customer values a lifestyle of acceptance, popularity, wealth, fame, self satisfaction, and gratification.
4. What have been our results?	Our results have been successfully seeing unsaved people attend outreaches, accept Jesus as Savior, and assimilate into the local church for discipleship.
5. What is our plan?	Our plan is to continue producing high energy, relevant snowboard films that use the best snowboard athletes in the world to share the gospel message.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Movie production • Outreach strategy • Outreach delivery 	<ul style="list-style-type: none"> • Distribution • Financial resources 	<ul style="list-style-type: none"> • Supportive churches • Receptive audiences • Helpful communities 	<ul style="list-style-type: none"> • Limited local volunteers & supporters

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Film distribution into major distribution channels.	Sept 2010
2	Help develop a fundraising strategy and plan.	April 2010

3	Connections for outreaches globally (venues, college campuses, contacts, etc.)	March 2010
	Major Prayer Request: Wisdom and discernment as we go to fulfill the great commission.	

Thanks for limiting your report to 2 pages!