

A. CONTACT INFO

Ministry Name	Questscope
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B. KEY INFO

Year Founded	1988
Total Employees (FT & PT)	30 in Jordan / 1FT & 1 PT in US
Total Volunteers	30 US / 8 UK / 2,700 Jordan
Total Board Members	10 US / 6 UK
Total Donors (last 24 months)	
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 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	\$1,729,844	\$2,175,480	\$2,987,022
All Other Income	\$9,154	\$11,520	\$16,500
Total Income	\$1,738,998	\$2,187,000	\$3,003,522
EXPENSE			
Program Services	\$1,397,795	\$1,750,060	\$2,400,677
General & Administrative	\$166,706	\$213,500	\$294,763
Fundraising	\$163,736	\$212,500	\$293,383
Total Expense	\$1,728,237	\$2,176,060	\$2,988,823

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Putting the Last First
What do you do? (50 words or less)	Questscope is engaged in the holistic development of vulnerable youth in the Middle East. We provide life-changing personal attention to "at risk" youth – those caught in cycles of poverty, abuse and neglect – which leads to personal growth and spiritual development, returning to school, social responsibility, and opportunities for entrepreneurship.
Key Endorsements (people or organizations)	HRH Prince Firas bin Raad bin Zeid —Royal Court, Hashemite Kingdom of Jordan; Forrest Tyler, PhD —Emeritus Professor, University of MD; Rick R. Little —Founder, Int'l Youth Foundation; Peter L. Benson, PhD —President, Search Institute

Our “BHAG” (Big Holy Audacious Goal) is:	To triple our budget by 2010, expanding programs in five countries: Yemen, Morocco, Syria, Palestine and Lebanon—in order to bring about the spiritual transformation of generations of Arab youth.
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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?	Questscope is a social development organization dedicated to achieving a renewal of hope, personal growth and spiritual development in the lives of society's most disadvantaged youth and communities through innovation, collaboration and advocacy in the Middle East and beyond.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Marginalized youth, women and communities <ul style="list-style-type: none"> • Juvenile boys held in correctional facilities; • Young girls held in correctional facilities; • Isolated young women vulnerable to abuse; • School dropouts and teacher/facilitators; • Our SUPPORTING customers are: Individuals, networks, organizations, institutions and governments with influence, affluence, available resources and shared commitment.
3. What does the (PRIMARY) customer value?	Being listened to by someone they trust and who genuinely cares about their challenges, needs, life and future.
4. What have been our results?	Personal growth and spiritual development, restoration to education, increased social responsibility, and building entrepreneurship among 3,000 youth and 6,000+ mentors/volunteers annually.
5. What is our plan?	To at least triple our budget in the next three years, expanding programs to Yemen, Morocco, Syria, Palestine and Lebanon.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Kingdom heart & focus • Methodology • Experience • Reputation • Networks 	<ul style="list-style-type: none"> • Size • Lack of Awareness • Political Environment • No steady strong stream of funding 	<ul style="list-style-type: none"> • Invitations to extend programs to other countries • US Corps doing business in JO/ME • Board enhancement • Hub expansion 	<ul style="list-style-type: none"> • Political instability within Region • Lack of adequate funding for growth • Power of darkness

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Consider serving as a Board Member or a regional “Hub Champion” in the U.S.	June 2007
2	Help with Brand Development and Marketing Communications Roll-out	Jun-Oct. 2007
3	Help with a Video Documentary Series creation and roll-out (3 videos)	Fall 2007
	<u>Major Prayer Request:</u> To be an authentic personification of Micah 6:8, 1 John 3:18 and Matthew 20:16 in all aspects of work and life.	

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

Our BIG QUESTION is: How should we strategically create regional hubs in the U.S. to develop and leverage a volunteer base?
