

A. CONTACT INFO

Ministry Name	SAT-7®
CEO Name & Title	Terence Ascott, International CEO, Rex M. Rogers, USA President
Primary Contact & Title	Debi Dunham, Area Development Officer - Southwest
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B. KEY INFO

Year Founded	Founded in 1995, Began airing in 1996
Total Employees (FT & PT)	100 International; 9 FT 3 PT in USA
Total Volunteers	20 USA
Total Board Members	20 International, 7 USA
Total Donors (last 24 months)	11,617
Organizational Memberships	[X] Evangelical Council for Financial Accountability (ecfa.org) [] Christian Management Association (CMAonline.org) [] Christian Stewardship Association (stewardship.org) [X] Other: CLA
Is your IRS 990 form available for public inspection?	[X] Yes [] No
Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?	[X] Yes [] No [] We will meet this standard by (date): _____

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

	Last Fiscal Year Actual 2008 Audited	Current Fiscal Year Budget 2009	Estimated Budget 2010
INCOME			
Donated Income	7,449,762	8,245,000	8,500,000
All Other Income	15,782	6,700	
Total Income	7,465,544	8,251,700	8,500,000
EXPENSE			
Program Services	5,696,307	6,518,843	6,715,000
General & Administrative	854,559	907,687	935,000
Fundraising	760,324	825,170	850,000
Total Expense	7,311,190	8,251,700	8,500,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Christian Satellite Television by and for the people of the Middle East and North Africa.
What do you do? (50 words or less)	SAT-7 broadcasts Christian television in Arabic, Farsi and Turkish to the western side of the 10-40 window, where half the population of 500 million has access to satellite television. We operate four, 24 hour channels, covering all of the Middle East, North Africa and all of Europe.
Key Endorsements (names of people or organizations)	Campus Crusade for Christ, United Bible Societies, Luis Bush, Tony Amaradio, Rev. Kenton Beshore, Dr. J. Dudley Woodberry
Our "BHAG" (Big Holy Audacious Goal) is:	To effectively share the Gospel with 300 million Middle Easterners, resulting in millions trusting Christ as Savior and Lord.

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 provide the churches and Christians of the Middle East and North Africa with an opportunity to witness to Jesus Christ through inspirational, informative, and educational television services.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Arabic, Farsi and Turkish men, women and children in the Middle East and North Africa • Our SUPPORTING customers are: USA Christians called to support SAT-7 financially and prayerfully.
3. What does the (PRIMARY) customer value?	Quality, Biblically-based broadcasting that is culturally relevant and effectively shares the hope and love of Jesus Christ.
4. What have been our results?	10 – 12 million regular viewers, thousands of responses and countless anecdotal stories of Middle Easterners coming to Christ.
5. What is our plan?	To partner with people who desire to see the Middle East reached for Christ by raising funds to provide more programming, i.e.: teaching, dramas, youth oriented, children's, and women's, in Arabic, Farsi and Turkish.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Biblically and spiritually based ministry • Modeling partnership and indigenous ministry • Cost effective • Visionary leadership • Donor Loyalty 	<ul style="list-style-type: none"> • Relatively unknown in the US • Security constraints • Time, language, geographic distance • Need key staff positions filled 	<ul style="list-style-type: none"> • Educate USA about Middle East and North Africa • New funding potential • Vision Trips • Social Networking New Media • GSI Ministry Audit • Additional Channels 	<ul style="list-style-type: none"> • Regional politics and war • The economy • Ministry opportunities vs. available funding • Cultural misunderstandings

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Provide your marketing, business expansion and PR expertise to assist in advancing and making known the ministry of SAT-7 in the USA.	Now – June 2010
2	Represent SAT-7 within your sphere of influence, profession, at conferences, your church and to your missions committee. And/or host an in-home Ministry Briefing.	Now – October 2010
3	Offer your wisdom by serving on a Southern California Advisory Board	April 2010 – April 2011
	Major Prayer Request: Protection for SAT-7 viewers who become believers, as well as for safety for our 100 + staff in the Middle East.	

Thanks for limiting your report to 2 pages!