

A. CONTACT INFO

Ministry Name	Stonecroft Ministries
CEO Name & Title	Geneva Vollrath, President / CEO
Primary Contact & Title	Kathryn Homer, Southern California Regional Field Director
Address, City, State, Zip	12568 Pacato Circle South, San Diego, CA 92128
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Email	khomer@stonecroft.org
Website	www.stonecroft.org

B. KEY INFO

Year Founded	1938
Total Employees (FT & PT)	88 FT and 3 PT
Total Volunteers	36,000
Total Board Members	16
Total Donors (last 24 months)	44,314
Organizational Memberships	[X] Evangelical Council for Financial Accountability [X] Christian Leadership Alliance [X] Other:--Mission America
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	Current Fiscal Year Budget	Estimated Budget 2010
INCOME	^Stonecroft Board is investing from the reserve into the future		
Donated Income	\$ 4,346,915	\$ 4,383,500	4,900,000
All Other Income	2,449,261	3,000,750	3,250,000
Total Income	6,796,176	7,384,250	8,150,000
EXPENSE			
Program Services	6,522,827	6,904,290	7,200,000
General & Administrative	925,013	857,290	850,000
Fundraising	1,117,364	826,070	850,000
Total Expense	*8,565,204	8,587,650	8,900,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Provide global leadership in reaching women for Jesus Christ
What do you do? (50 words or less)	We help women develop a passion for the lost. Hosting successful programs for all ages, and making them available to women across the globe. We provide a platform where women can use their gifts and talents for evangelism.
Key Endorsements (names of people or organizations)	Lee Strobel, Best Selling Author Aliza Morgan, CEO MOPS Larry and Rachel Crabb, Author, Rev. Gordon McDonald, Author Camilla Seabolt, Executive Director Community Bible Studies

Our “BHAG” (Big Holy Audacious Goal) is:	To be the leading organization globally in influencing and challenging women to bring the Gospel of Jesus Christ into their community – 50,000 new voices by 2010
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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?	To equip and encourage women to impact their communities with the Gospel of Jesus Christ
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Women, 20 years and above who do not know Jesus Christ • Our SUPPORTING customers are: Women who know Jesus Christ and have a desire to 'lead forward' in evangelism.
3. What does the (PRIMARY) customer value?	They value their families. They value being listened to, invested in, believed in and guided into seeing their value to our Lord Jesus.
4. What have been our results?	Just here in S. California “Stonecroft” women have set up community houses of prayer, they have created outreach and support to military wives and some women have gone on to start a new non profit because they saw a need after the fires – “Fired Up Sisters”.
5. What is our plan?	Leverage the network of women volunteers, motivate, connect, equip and train them in evangelism – women become Believers – Followers – Disciples – and in turn go out and make disciples.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • 36K loyal volunteers • 70 year ministry • International Identity (64 countries) • Prayer Foundation • Creative and forward thinking visionary CEO 	<ul style="list-style-type: none"> • Decline in growth past 20 years. • Volunteer heavy with mature older women • Outdated model of ministry still in process of change • Funding model is in beginning stages • Messaging and Marketing 	<ul style="list-style-type: none"> • New Internship programs nationally and internationally • Women trained in evangelism that fits who they are. • Developing new avenues for evangelism focusing on 20-30 year-old women • Changing culture with new generations, women still love to get together. 	<ul style="list-style-type: none"> • Women in USA are busy with careers and family. • Aging funding base

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	We are seeking for entrepreneurial women to help lead volunteer efforts in the S. California region – <ul style="list-style-type: none"> • Business leaders who will help develop outreach ministry in the marketplace (we currently have open doors at American Airlines and Texas Instruments) • Military connections to help open doors into outreach to military families 	
2	Provide connections with foundations.	
3	Business women who will be champions to the next generation of women – speaking around your life journey and/or your area of expertise to young women both locally and internationally.	
	<u>Major Prayer Request:</u> For a new generation (globally) of young women to lead evangelistic efforts to their own peers, in their own communities..	

