

A. CONTACT INFO

Ministry Name	The Seed Company
CEO Name & Title	Roy Peterson, President/CEO
Primary Contact & Title	Doug Kogler, Director of Development, Pacific Coast
Address, City, State, Zip	3000 W. MacArthur Blvd, Suite 440, Santa Ana, CA 92704-7922
Phone	714-292-0300
Fax	714-957-4277
Email	doug_kogler@tSCO.org
Website	www.TheSeedCompany.org

B. KEY INFO

Year Founded	1993
Total Employees (FT & PT)	100 (82 raise their own support, 18 are paid staff)
Total Volunteers	16
Total Board Members	9
Total Donors (last 24 months)	3042
Organizational Memberships	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input checked="" type="checkbox"/> Christian Management Association (CMAonline.org) <input type="checkbox"/> Christian Stewardship Association (stewardship.org) <input checked="" type="checkbox"/> Other: Forum of Bible Agencies International, American Marketing Assoc., The Mission Exchange
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	\$5.8mil(thru8/28/08)	\$8,000,000	\$9,100,000
All Other Income	\$2.5mil(thru8/28/08)	\$5,787,187	
Total Income	\$8.3mil(thru8/28/08)	\$13,787,187 *	
EXPENSE			
Program Services	\$3,870,416	\$4,720,267	<i>* The \$3,754,279 difference between Total Income and Total Expense in Current Fiscal Year is due to income received for future project needs beyond 2009..</i>
General & Administrative	\$1,681,471	\$4,020,695	
Fundraising	\$1,383,666	\$1,282,946	
Total Expense	\$6,935,553	\$10,032,908 *	

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	God's Word For Every Language – In This Generation
What do you do? (50 words or less)	The Seed Company undertakes Bible translation for people who do not have access to God's Word in their heart language. We accomplish this by connecting mother-tongue translators – whom we train and support – with prayer and financial partners and with organizations that share our vision.
Key Endorsements (names of people or organizations)	Mark Taylor, Tyndale Publishing House; Don Christensen, Ronald Blue and Co.; Randy Alcorn, Eternal Perspective Ministries; Peter Ochs, Fieldstone Corp.; The JESUS Film Project

Our “BHAG” (Big Holy Audacious Goal) is:	Vision 2025: to begin a Bible translation project in the remaining 2100 language groups by the year 2025.
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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 complete Bible translations in the heart languages of people without God’s Word through partnering with national colleagues, prayer supporters, financial investors, and like-minded organizations.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customers are the nationals who are completing Bible translations in their own language(s). • Our SUPPORTING customers are investors who are praying and giving to see those projects completed and impact their communities.
3. What does the (PRIMARY) customer value?	The primary customer values (1) their partners who enable them to do the work of Bible translation with assistance in training and funding, and (2) the ability to read and understand clearly the Scripture in their language.
4. What have been our results?	The Seed Company has engaged in Bible translation projects that have impacted 473 languages since 1993. We have completed 98 New Testament and 5 Old Testament translations in the last ten years.
5. What is our plan?	The Seed Company Three-Year Strategic Goals include: <ul style="list-style-type: none"> • Begin translation programs in 225 languages • Complete 55 New Testament translations • Complete 2 Old Testament translations • Raise \$22 million

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Outcomes-based management • Ability to match investors with specific projects • Effective partnerships with like-minded organizations 	<ul style="list-style-type: none"> • Identifying national workers in sensitive areas • Ability to scale infrastructure to meet growing needs • Limited number of translation consultants 	<ul style="list-style-type: none"> • Growing interest in Bible translation among people groups • Utilize emerging technologies • Impact followers of other major world religions 	<ul style="list-style-type: none"> • Political instability • Ethnic/religious hostilities • Global economic volatility

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Become a prayer or financial partner for a specific language project.	Start immediately
2	Become involved with the OneVerse Program, especially engaging your church and/or Bible study group with a language project through OneVerse at www.oneverse.org	Start immediately
3	Become an advocate for the 2100 people groups still without God’s Word.	Start immediately
	<u>Major Prayer Request:</u> To identify the right national staff and secure the funding and prayer support necessary for the 75 new projects we anticipate engaging in for FY09.	