

A. CONTACT INFO

Ministry Name	MAZE Ministries
CEO Name & Title	Jim Munroe, President
Primary Contact & Title	Jim Munroe, President
Address, City, State, Zip	6802 Kennedy Drive / Colleyville / TX / 76034
Phone	817-584-8881
Fax	
Email	jim@whatisthemaze.com
Website	www.whatisthemaze.com

B. KEY INFO

Year Founded	2000
Total Employees (FT & PT)	3
Total Volunteers	Depends on the outreach venue
Total Board Members	8
Total Donors (last 24 months)	Appx. 40
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 type="checkbox"/> Yes <input checked="" 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	99,705	100,569	66,000
All Other Income	46,855	-207	148,150
Total Income	146,772	100,370	214,150
EXPENSE			
Program Services	144,100		
General & Administrative	24,126		
Fundraising	4,513		
Total Expense	172,739		225,975

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	The most innovative and successful tool in reaching high school and college students today.
What do you do? (50 words or less)	MAZE is a powerful evangelistic tool designed to captivate lost people with mind-boggling spectacle and the transformational power of Jesus Christ. God has empowered us to reach the unreachable in a world blinded by philosophical smokescreen. We use illusion to achieve that goal.
Key Endorsements (names of people or organizations)	Ron Luce, President, Teen Mania Ministries Mark Gauthier, Director, Campus Crusade for Christ International Andre Kole, Campus Crusade, David Copperfield Consultant Bill McCartney, Founder, Promise Keepers Luke Jermy, David Blaine / Criss Angel consultant
Our "BHAG" (Big Holy Audacious Goal) is:	Our goal is to have 10% or more of any high school or college in our audience in every outreach venue at which we perform.

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?	MAZE Ministries exists to bring the transformational power of Jesus Christ to young people and the cultures in which they live.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Campus Crusade for Christ • Our SUPPORTING customers are: Churches all over the country
3. What does the (PRIMARY) customer value?	The primary customer values our ability to get lost people in an audience to hear the Gospel.
4. What have been our results?	Our results have been outstanding. We have yet to not see a packed house wherever we are invited. Crusade has added MAZE to their National Speakers' Forum along with Josh McDowell and Michael Lehe.
5. What is our plan?	Our plan is to build momentum after a year off of dealing with cancer and the death of MAZE's other founding partner.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • __ Evangelism __ • __ Booking __ • CampusCrusade __ • _____ 	<ul style="list-style-type: none"> • __ Momentum __ • _____ • _____ • _____ 	<ul style="list-style-type: none"> • _____ • _____ • _____ • _____ 	<ul style="list-style-type: none"> • _____ • _____ • _____ • _____

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Sponsor specific college outreaches and join us on the road at those specific outreaches to assist and lead people to Jesus (Example: TBG member's alma mater)	Fall of 2010, sooner if schedule permits
2	Web marketing development to donors, churches, and conferences.	ASAP
3	"Brokering" co-sponsorship opportunities with the Be the Match Foundation of the National Bone Marrow donor program.	ASAP
	<u>Major Prayer Request:</u> Jim's health and endurance on the road as he is fully recovering from his bout with leukemia.	

Thanks for limiting your report to 2 pages!