

**A. CONTACT INFO**

<b>Ministry Name</b>	Wheatstone Academy, Inc.
<b>CEO Name &amp; Title</b>	Mike Kiley, Founder
<b>Primary Contact &amp; Title</b>	Rebecca Fort, Executive Director
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<b>Website</b>	<a href="http://www.wheatstoneacademy.com">www.wheatstoneacademy.com</a>

**B. KEY INFO**

<b>Year Founded</b>	2000
<b>Total Employees (FT &amp; PT)</b>	4 year-round, 25 during summer conference
<b>Total Volunteers</b>	0
<b>Total Board Members</b>	5
<b>Total Donors (last 24 months)</b>	43
<b>Organizational Memberships</b>	<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 checked="" type="checkbox"/> Other: National Network of Youth Ministries
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Do you have an annual audited financial statement that meets ECFA’s Standard No. 3 and is available to the public?</b>	<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](http://www.ecfa.org))

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget 2010</b>
<b>INCOME</b>			
Donated Income	432,651	285,976	331,354
All Other Income	129,546	150,200	229,500
<b>Total Income</b>	562,198	436,176	560,854
<b>EXPENSE</b>			
Program Services	375,970	286,394	375,201
General & Administrative	107,762	86,294	106,653
Fundraising	83,851	63,488	79,000
<b>Total Expense</b>	567,583	436,176	560,854

**D. OUR “ELEVATOR SPEECH” (external)**

<b>Brand Promise</b> (slogan or tagline)	Think Bigger.
<b>What do you do?</b> (50 words or less)	Wheatstone prepares Christian students in heart and mind to be thoughtful and passionate leaders during college and beyond, through a week-long summer event that involves teaching, cultural experience and small-group discussion. It’s a challenging and fun week that stretches students and catapults them to new heights of faith and learning.
<b>Key Endorsements</b> (names of people or organizations)	Sean McDowell and Josh McDowell, Houston Baptist University, Biola University, Hugh Hewitt
<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	To have a Wheatstone Academy conference in five major regions of the country, ministering to 750 students per summer.

**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)

<b>1. What is our mission?</b>	To equip students with the tools needed to flourish as Christian leaders in college life and study.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: Christian students with leadership potential, ages 16 to 19.</li> <li>• Our SUPPORTING customers are: Parents of Christian students, and teachers/pastors of students.</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Growing spiritually, getting into a good college and “doing well” in school and work, being liked and having friends. Being inspired, and being a part of something bigger than themselves.
<b>4. What have been our results?</b>	Over 90% satisfaction rate from students at the end of the conference; and 96% of alumni still committed to faith post-conference.
<b>5. What is our plan?</b>	To partner with Christian colleges, who will host and promote the summer conference in five major regions of the country. Wheatstone will promote the conference via new media, adult and student seminars, word of mouth, and alumni networking.

**F. S.W.O.T. ANALYSIS**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>• Strong program model</li> <li>• Dedicated and qualified staff/faculty</li> <li>• Growing group of community supporters</li> <li>• Very high satisfaction rate from students</li> </ul>	<ul style="list-style-type: none"> <li>• Cost of program fee can be prohibitive</li> <li>• Short list of consistent donors</li> <li>• Maintaining contact with past students</li> </ul>	<ul style="list-style-type: none"> <li>• Turning alumni into donors/supporters</li> <li>• Expanding through college partnerships</li> <li>• Becoming a resource to parents and pastors</li> </ul>	<ul style="list-style-type: none"> <li>• Struggling economy limits parents paying for Wheatstone</li> <li>• Competing with busy summer schedules</li> <li>• Other worldview programs/approaches as competitors</li> </ul>

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

<b>No.</b>	<b>Opportunity/Task/Volunteer Role</b>	<b>Target Date</b>
<b>1</b>	<b>Encourage Students with leadership potential to attend Wheatstone Academy.</b> Word of mouth is key to our enrollment. Point them to the website, and encourage them to register online at wheatstoneacademy.com. Students often respond well to a personal recommendation like this.	March 31, 2009
<b>2</b>	<b>Host a home recruiting event.</b> Invite friends in your fellowship to come hear about Wheatstone. Our staff and faculty will give an informative presentation, and we'll cover all the cost of refreshments, invitations, etc. Call our office before March 1 to schedule a home event this spring.	March. 1, 2009
<b>3</b>	<b>Introduce Wheatstone to your church.</b> Wheatstone provides a variety of seminars for churches, in addition to offering the summer conference to students. Make the introduction to your church leadership, and we'll create an enriching event for parents of youth.	March 1, 2009
	<u>Major Prayer Request:</u> Blessing for our significant fundraising efforts in 2009, and enrollment growth in our second regional conference (Houston).	