

**A. CONTACT INFO**

<b>Ministry Name</b>	Elam Ministries
<b>CEO Name &amp; Title</b>	David Yeghnazar, US Director
<b>Primary Contact &amp; Title</b>	Cristina Voskian – Church Relations
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<b>Website</b>	<a href="http://www.elam.com">www.elam.com</a> <a href="http://www.iran30.org">www.iran30.org</a>

**B. KEY INFO**

<b>Year Founded</b>	1990
<b>Total Employees (FT &amp; PT)</b>	32 full time; 15 part time; 80 church planters
<b>Total Volunteers</b>	Varies from 10 to 30 per month
<b>Total Board Members</b>	8
<b>Total Donors (last 24 months)</b>	1000
<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: Evangelical Missionary Alliance (UK)
<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 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](http://www.ecfa.org))

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget 2012</b>
<b>INCOME</b>			
Donated Income	4,177,314	5,700,000	6,270,000
All Other Income	17,064	25,000	27,500
<b>Total Income</b>	<b>4,194,378</b>	<b>5,725,000</b>	<b>6,297,500</b>
<b>EXPENSE</b>			
Program Services	3,996,033	5,187,496	5,706,246
General & Administrative	153,097	233,722	257,094
Fundraising	200,557	279,326	307,259
<b>Total Expense</b>	<b>4,349,687</b>	<b>5,700,544</b>	<b>6,270,599</b>

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

<b>Brand Promise</b> (slogan or tagline)	To strengthen and expand the church in the Iran region and beyond.
<b>What do you do?</b> (50 words or less)	(i) Train leaders to be effective ministers of the Gospel in the Iran region. (ii) Equip the church with resources to assist them in reaching the people of the Iran region. (iii) Send leaders to strengthen existing churches, establish new churches, and provide relief for the poor and persecuted.
<b>Key Endorsements</b> (names of people or org.)	Wycliffe Bible Translators; Dr. Ravi Zacharias; Advancing Native Missions; George Verwer/Operation Mobilisation; Jubilee Campaign
<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	That all the people of the Iran region would have an opportunity to come to know the Lord Jesus Christ and follow Him as a disciple.

D.

**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>	Elam's mission is to strengthen and expand the church in the Iran region and beyond.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>Our PRIMARY customer is the Muslim people of the Iran region.</li> <li>Our SUPPORTING customers are existing and emerging Iranian church leaders and workers.</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Having lived under a harsh Islamic regime, the vast majority of Iran's 70 million people are disillusioned with their religion and hungry for truth and spiritual reality. They are looking for alternatives and hope. As a result there is an unprecedented interest in the Christian faith, across all age groups and levels of society, including youth, who make up 65% of the population.
<b>4. What have been our results?</b>	More Iranians have become Christians in the last 30 years than in the previous 1,300 years combined. Highlights of results include: 258 leaders have completed our three-month leadership and church planting course since 2005. Over 1,000 have been trained through conferences since 2005. Over 800,000 Persian New Testaments have been produced since 2003. Elam has published nearly 200 Christian books in the last 10 years. 300 women have been trained for women's ministry since 2008. Persian Christian TV programs are being broadcast into Iran daily.
<b>5. What is our plan?</b>	Over the next 5 years: Train 250+ through our 3-month leadership course. Train 1,000 through conferences. Train 300 women through women's conference. Provide in-line discipleship for 5,000 believers. Print/distribute 500,000 New Testaments. Complete the OT translation & print 100,000 copies of the Bible. Publish 50 Christian books in Persian. Support 100 church planters.

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

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Over 40 years ministry experience in the region.</li> <li>Strong, courageous and growing team in the region with intimate knowledge of region and people</li> </ul>	<ul style="list-style-type: none"> <li>Security issues</li> <li>Integrating new technologies</li> <li>Administrative support</li> </ul>	<ul style="list-style-type: none"> <li>Many passionate believers eager to serve</li> <li>High demand for Scriptures in Iran</li> <li>High level of interest in the Gospel.</li> </ul>	<ul style="list-style-type: none"> <li>Islamic regime/government</li> <li>Persecution and opposition from Muslim community</li> <li>Spiritual warfare</li> </ul>

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Order IRAN 30 Prayer Guides (with 30 short, easy to read sections organized under under 4 key subject areas; helps individuals know what's happening behind the scenes; enables individuals and churches to pray effectively for Iran) <a href="http://www.iran30.org">www.iran30.org</a>	ongoing
2	Partner with Elam to spread the news of the strategic opportunity for unprecedented church growth in the heart of the Muslim world. Open possibilities for Elam to conduct 'Inside Iran' events to bring understanding about what is really happening in the country.	ongoing
3	Recruit key individuals and churches to partner with the church in Iran.	ongoing
	<u>Major Prayer Request:</u> For the safety and security of our team members and church planters in Iran and their families. For strength and boldness in the face of opposition.	ongoing

*Thanks for limiting your report to 2 pages!*