

A. CONTACT INFO

Ministry Name	
CEO Name & Title	Rev. Nate Landis, President/Founder
Primary Contact & Title	Same as above
Address, City, State, Zip	P.O. BOX 124708 San Diego, CA 92112
Phone	(619) 549-4953
Fax	(619) 298-0086
Email	nate@uycollaborative.org
Website	www.uycollaborative.org

B. KEY INFO

Year Founded	2009
Total Employees (FT & PT)	1 Full-time
Total Volunteers	60
Total Board Members	5
Total Donors (last 24 months)	130
Organizational Memberships	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Leadership Alliance (ChristianLeadershipAlliance.com) <input checked="" type="checkbox"/> Other: <u>National Network of Youth Ministries</u> <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 Next Year
INCOME			
Donated Income	\$131,200	\$145,000	\$175,000
All Other Income	\$100,000	\$100,000	\$125,000
Total Income	\$231,200	\$245,000	\$300,000
EXPENSE			
Program Services	\$149,090	\$150,000	\$175,000
General & Administrative	\$67,051	\$75,000	\$80,000
Fundraising	\$1,292	\$2,000	\$3,000
Total Expense	\$217,433	\$227,000	\$258,000

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	We connect kids to the kingdom by linking churches to schools.
What do you do? (50 words or less)	Our network of churches operates outreach Bible clubs on campus at 38 inner-city schools for 1,600 kids each week. Our clubs offer physical and spiritual food (God’s Word) during lunch or after-school. We train churches to serve students and campuses holistically beyond the weekly meeting.
Key Endorsements	Dr. Larry Acosta, President, Urban Youth Workers Institute Dr. Tony Campolo, Professor Emeritus, Eastern University
Our “BHAG” (Big Holy Audacious Goal) is:	By 2020, we want to see all 280 public middle and high schools in San Diego County “adopted” by a local church.

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?	1) Win students to Christ, especially those from at-risk communities 2) Connect them to a local church and resources of their community 3) Mobilize them as change agents to transform neighborhoods
2. Who is our customer?	<ul style="list-style-type: none"> Our PRIMARY customer is: At-risk public middle school and high school students Our SUPPORTING customers are: Local congregations near schools
3. What does the (PRIMARY) customer value?	Authenticity, love, relationships, passion, security, meaning
4. What have been our results?	We have 38 schools adopted by local churches serving 1,600 students every week with God's word and physical food. Many of our local churches are developing innovative ways to serve campuses and students holistically beyond the weekly meeting.
5. What is our plan?	We will continue telling the story of what God is doing so more churches join the movement.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Significant relationships with many schools Significant relationships with many churches Proven model Solid ministry partners 	<ul style="list-style-type: none"> Only 1 full-time staff person Limited name recognition due to our ministry's young age. Our economic resource base needs to expand to meet our 2020 goals. 	<ul style="list-style-type: none"> Large unreached public school population 240 schools still need church partnerships We enjoy great favor on campuses Churches are now approaching us to join 	<ul style="list-style-type: none"> Limitless needs of urban community can cause burnout Political climate at some schools may turn negative Spiritual warfare Sputtering economy

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Be our special guest to see an on-campus Bible study in action	Before school ends in June
2	Host a house party or office gathering to brainstorm our BIG QUESTION	Two weeks from now
3	Invite Nate to share UYC's ministry with your pastor, church, or missions committee	One month from now
	Major Prayer Request: Additional staff for the ministry in San Diego's South Bay	January, 2012