

**A. CONTACT INFO**

Ministry Name	Empower Women Media (a division of Visual Story Network)
CEO Name & Title	Clyde Taber, Executive Director, Visual Story Network
Primary Contact & Title	Shirin Taber, Founder and Director, Empower Women Media
Address, City, State, Zip	27631 La Paz, Suite A, Laguna Niguel, CA 92677
Phone	949.235.5148
Fax	N.A.
Email	shirin@visualstory.org
Website	www.empowerwomen.media
Facebook	EMPOWER WOMEN MEDIA
Instagram	EMPOWER WOMEN MEDIA
LinkedIn	Shirin Taber
Twitter	

**B. KEY INFO**

Year Founded	(Visual Story Network: 2007)
Total Employees (FT & PT)	2, plus 8 independent contractors
Total Volunteers	100 +
Total Board Members	5
Total Donors (last 24 months)	150
Organizational Memberships	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Leadership Alliance <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](http://www.ecfa.org))

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget Coming Year
<b>INCOME</b>			
Donated Income	185,613	338,700	387,500
All Other Income	20,298	32,500	22,500
<b>Total Income</b>	205,923	371,200	410,000
<b>EXPENSE</b>			
Program Services	159,490	308,220	339,000
General & Administrative	33,817	31,500	34,000
Fundraising	2,991	32,000	36,000
<b>Total Expense</b>	223,226	371,720	409,000

**D. OUR "ELEVATOR SPEECH" (external)**

Brand Promise (slogan or tagline)	A network of media advocates who promote <u>religious freedom in the business community</u> , helping the Church to thrive around the world for years to come.
What do you do?	We train leaders to promote freedom of faith in the workplace, and thereby keep the door open to the Gospel around the world. Persecution against believers is on the rise. 80% of the world lives with high restrictions on freedom of religion, belief and conscience. Research shows religious freedom is a fundamental and necessary element of thriving <u>business</u> communities. We lead an ongoing religious freedom initiative to showcase the

	benefits of freedom of faith in business at top venues such as the United Nations, U.S. State Department, parliaments, NGOs, businesses, universities, faith organizations .
<b>Key Endorsements</b> (names of people or organizations)	Religious Freedom & Business Foundation, American Bible Society, YWAM, SRG, Christian Broadcasting Network, JESUS Film, SAT 7, Zondervan, Rose Castle Foundation,...
<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	To become the premier organization promoting freedom of faith in the workplace through digital media training around the world.

**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 leaders to produce media for their mission. <a href="https://vimeo.com/393796215">https://vimeo.com/393796215</a>
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>Our PRIMARY customer is: Business professionals who want to expand their outreach through digital media and strengthen the Church’s impact around the world.</li> <li>Our SUPPORTING customers are: Emerging leaders who want to produce media to expand their platform and fulfill their God-given purpose.</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	We are looking to connect with Business leaders who value making an impact on the world stage for the Gospel. <a href="http://empowerwomen.media/live-what-you-believe/">http://empowerwomen.media/live-what-you-believe/</a>
<b>4. What have been our results?</b>	Since 2013 we have trained trusted leaders from over 100 organizations for digital media training and collaborative projects. We offer leaders valuable digital media training to expand their outreach. Together, we create TV, film, audio, print and internet projects for advocacy purposes.. Our collective efforts contribute to the larger movement of helping to promote religious freedom and faith communities for years to come.
<b>5. What is our plan?</b>	We offer a business-friendly religious freedom training. Our goal is to counter religious based persecution while cultivating a culture of mutual respect, representing different backgrounds and worldviews. <b>LIVE WHAT YOU BELIEVE</b> is an interactive advocacy series to equip professionals to support religious liberty in the work place. Our hoped for outcome is mobilizing thousands of advocates in the business world who will change the attitude toward religious liberty for all.

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

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Compelling Vision</li> <li>Recruiting Talent</li> <li>Training Leaders</li> <li>Access to Top World Orgs and Venues</li> </ul>	<ul style="list-style-type: none"> <li>_ Building Capacity</li> <li>Marketing and PR</li> <li>Lack of access to local business community in Southern California</li> </ul>	<ul style="list-style-type: none"> <li>Access to World Leaders</li> <li>Access to Top Leadership Venues (United Nations, US State Department</li> </ul>	<ul style="list-style-type: none"> <li>Security issues</li> <li>Islamists/Secularists</li> <li>Funding Gap</li> <li>Support from Evangelical Community</li> </ul>

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Help introduce us to potential Board of Advisors in the Business Community.	2020
2	Help us gather business leaders to host religious freedom trainings in their workplace, churches and in small groups.	2020-2021
3	Help us with connect with Business Leaders and Innovators who desire to share their faith stories (in film and on social media).	2020-2022
	<u>Major Prayer Request:</u> Pray for a movement of religious freedom advocates who will stand up to the forces which threaten freedom of faith and expression. <a href="http://empowerwomen.media/live-what-you-believe/">http://empowerwomen.media/live-what-you-believe/</a>	2020-2022