

A. CONTACT INFO

Ministry Name	Focus on the Family
CEO Name & Title	Jim Daly, President & CEO
Primary Contact & Title	
Address, City, State, Zip	8605 Explorer Drive, Colorado Springs, CO 80920
Phone	719-531-3400 Toll-free: 1-800-232-6459
Fax	719-531-5181
Email	Help@FocusontheFamily.com
Website	www.FocusontheFamily.com
Facebook	https://www.facebook.com/focusonthefamily/
Instagram	https://www.instagram.com/focusonthefamily/
LinkedIn	https://www.linkedin.com/company/9750/
Twitter	https://twitter.com/FocusFamily

B. KEY INFO

Year Founded	1977
Total Employees (FT & PT)	733
Total Volunteers	151
Total Board Members	11
Total Donors (last 24 months)	196,219 (last 12 months)
Organizational Memberships	<input checked="" 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 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)

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget Coming Year
INCOME			
Donated Income	82,633,920	83,214,000	83,214,000
All Other Income	14,058,756	19,029,000	19,029,000
Total Income	96,692,676	102,243,000	102,243,000
EXPENSE			
Program Services	82,228,175	91,759,660	87,098,771
General & Administrative	7,439,137	8,285,161	7,879,777
Fundraising	6,858,221	7,638,179	7,264,452
Total Expense	96,525,533	107,503,000	102,243,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	<i>Helping Families Thrive™</i>
What do you do?	We provide help and resources for couples to build marriages that reflect God's design – and for parents to raise their children according to morals and values grounded in biblical principles.
Key Endorsements (names of people or organizations)	As an international ministry, we partner with hundreds of like-minded organizations and individuals.
Our "BHAG" (Big Holy Audacious Goal) is:	To reduce the Christian divorce rate dramatically and to reduce foster care and adoption rolls to virtually zero.

E. THE FIVE DRUCKER QUESTIONS (internal)

1. What is our mission?	To cooperate with the Holy Spirit in sharing the Gospel of Jesus Christ with as many people as possible by nurturing and defending the God-ordained institution of the family and promoting biblical truths worldwide.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: parents with children in the home • Our SUPPORTING customers are: others interested in biblically centered marriage/family advice
3. What does the customer value?	That Focus will provide relevant, practical, biblically aligned marriage and parenting advice and help.
4. What have been our results?	Over the past year Focus on the Family has helped: <ul style="list-style-type: none"> • 293,000 people make decisions for Christ • 808,000 couples build stronger marriages • 129,000 Singles prepare for marriage • 144,000 married couples resolve a major marital crisis • 172,000 parents successfully work through a crisis involving their children • 1.12 million constituents standing up for the helpless, unborn and orphans
5. What is our plan?	To continue to use proven and new avenues to strengthen marriages and assist parents in raising God-honoring children

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • 43 years of helping families thrive in Christ • Staff of 650 includes licensed counselors, marriage and parenting experts and many relevant subject matter experts • Focus: An unwavering commitment to our core values ensures against mission drift • Service: Focus is recognized as a leader among evangelicals for content, programming, and outstanding constituent service. 	<ul style="list-style-type: none"> • Because our ministry does not maintain large cash reserves or endowments, we rely on the generous support of our donors and are vulnerable to fluctuations in the economy. 	<ul style="list-style-type: none"> • In a culture suffering the dire consequences of abandoning a biblical family model, we have unique opportunities to demonstrate that God’s design is the most effective way to promote healthy individuals and social stability. • While our brand recognition is strong among evangelicals, there is tremendous potential to reach a broader audience of non-evangelical, nominal Christians and faith-friendly non-Christians with our biblically based, time-tested answers to family issues. 	<ul style="list-style-type: none"> • Liberal policymakers and influencers have sought to silence and marginalize conservative voices, especially those who hold a biblical view of sexuality and marriage. • In the near future our nation could see a significant eroding of religious freedom and a potential threat to the tax-exempt status of many Christian organizations.

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Participate in our See Life 2020 online event on Sept. 26. (FocusOnTheFamily.com/alive)	September 26, 2020
2	Support the construction of our new Hope Restored marriage retreat center in Southern California	As soon as property is purchased
3	Support the expansion of the Raising Highly Capable Kids program, which will increase the number of communities reached each year from 12 to more than 60.	2020--2024
4	<u>Major Prayer Request</u> : Please pray that God will continue to grant us His divine wisdom and guidance as we carry out the mission to which He has called us.	On-going