

A. CONTACT INFO

Ministry Name	
CEO Name & Title	Larry Fowler, Founder
Primary Contact & Title	Larry Fowler, Founder
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Instagram	n/a
LinkedIn	n/a
Twitter	n/a

B. KEY INFO

Year Founded	2016
Total Employees (FT & PT)	No employees—all volunteers and consultants
Total Volunteers	46
Total Board Members	7
Total Donors (last 24 months)	670
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)

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget Coming Year
INCOME			
Donated Income	\$234,941	\$280,000	\$322,000
All Other Income	344,884	573,760	831,136
Total Income	\$579,825	\$853,760	\$1,153,136
EXPENSE			
Program Services	\$319,405	\$414,824	\$725,942
General & Administrative	75,231	73,840	84,916
Fundraising	27,439	43,000	47,300
Total Expense	\$422,075	\$531,664	\$858,158

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	Many Christian grandparents are missing opportunities to have a spiritual impact in the lives of their grandchildren. We provide resources and events that inspire, equip and envision them to fulfill their God-given potential!
What do you do?	Convene the only national conference on grandparenting; awaken grandparents through local seminars; encourage churches to launch grandparenting ministries; create practical resources that equip grandparents for their spiritual role.
Key Endorsements (names of people or organizations)	Chuck Swindoll; John Trent; Valerie Bell; Josh McDowell; Ken Canfield; Steve Bell; Rob Rienow; Hal Habecker; Ron Hunter; Crawford Loritts; Linda Ranson Jacobs, John Huffman, Dennis Keating, Hal Seed.
Our “BHAG” (Big Holy Audacious Goal) is:	The 30 million plus Christian grandparents in the U. S. realize their potential for influencing our youngest generations and commit to being intentional in passing on their faith.

D. 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?	To awaken grandparents to their full Biblical potential for influencing grandchildren to follow Christ.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: the Christian grandparent • Our SUPPORTING customers are: ministry leaders in the local church (Christian grandparents are the “who”, local churches are the “through”)
3. What does the (PRIMARY) customer value?	Their grandchildren! And faith. However, grandparents’ potential to be a major faith influencer is unrecognized in nearly all churches. The intersection between grandparents’ passion for their grandchildren and the desire of the local church to reach the youngest generations is an amazing opportunity for ministry!
4. What have been our results?	1200 attendees at our last national conference (10,000 projected for our next one in September 2020); nearly 500 churches have started grandparenting ministries; approximately 50,000 grandparents have become intentional in passing on their faith.
5. What is our plan?	Communicate our message through local seminars, online meetings, webinars, and both digital and print resources; grow a Legacy Pastors’ division that will carry our mission to local congregations, encourage and enable the establishment of grandparenting ministries in local churches, and impact thinking nationally through our Legacy Grandparenting Summit.

E. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Compelling message • Gifted team • Low overhead • “Blue ocean” • Strategic partnerships • Likemindedness 	<ul style="list-style-type: none"> • Smaller donor base • Limited reach (especially on eastern half of U.S.) • Limited knowledge about how to reach our demographic • Social media presence 	<ul style="list-style-type: none"> • Huge marketplace • Grandparents growing familiar with online communication • Increased concern for family connections because of the virus 	<ul style="list-style-type: none"> • Easy market entry • Fragility of our staff (aging issues) • Cultural movement • Limited funding

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Join a video chat on Wednesday, August 12, 2020 at 7 p.m. about getting a grandparenting group started in your church—or connect us with someone who would be interested in that!	Wednesday, August 12, 2020
2	Invite a Legacy Pastor to join a small group either in person or by video to hear their story and passion for grandparenting.	Monday, August 10, 2020
3	Join a video chat on Tuesday, August 11, 2020, at 7 p.m. about bringing a group of grandparents to a simulcast conference site, or else having your home or your church become a satellite site for the conference.	Tuesday, August 11, 2020
	<p>Major Prayer Request:</p> <p>That we would have wisdom in moving ahead with plans for our conference in light of the corona virus crisis, and that God would impassion the hearts of grandparents more than ever for their grandchildren’s spiritual growth.</p>	

Thanks for limiting your report to 2 pages!