

## A. CONTACT INFO

<b>Ministry Name</b>	Gateways to Better Education
<b>CEO Name &amp; Title</b>	Eric Buehrer, Founder & President
<b>Primary Contact &amp; Title</b>	Eric Buehrer
<b>Address, City, State, Zip</b>	P.O. Box 514, Lake Forest, CA 92609
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<b>Fax</b>	
<b>Email</b>	ebuehrer@gtbe.org
<b>Website</b>	GoGateways.org
<b>Facebook</b>	Facebook.com/gatewaysobettereducation
<b>Instagram</b>	@gatewaysobettereducation

## B. KEY INFO

<b>Year Founded</b>	1991
<b>Total Employees (FT &amp; PT)</b>	4 FT, 5 PT
<b>Total Volunteers</b>	3
<b>Total Board Members</b>	5
<b>Total Donors (last 24 months)</b>	436
<b>Organizational Memberships</b>	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Leadership Alliance <input type="checkbox"/> Other: _____
<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 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)

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget Coming Year</b>
<b>INCOME</b>			
Donated Income	\$294,520	\$449,000	\$550,000
All Other Income	\$179,192	\$80,000	\$95,000
<b>Total Income</b>	<b>\$474,310</b>	<b>\$529,000</b>	<b>\$645,000</b>
<b>EXPENSE</b>			
Program Services	\$311,729	\$400,500	\$500,000
General & Administrative	\$57,456	\$64,000	\$80,000
Fundraising	\$66,707	\$69,500	\$87,000
<b>Total Expense</b>	<b>\$435,892</b>	<b>\$534,000</b>	<b>\$667,000</b>

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

<b>Brand Promise</b>	Equipping Christians in public schools.
<b>What do you do?</b>	We identify, equip, and engage the Body of Christ within public schools so Christian students gain confidence to express faith in homework, class discussions, and share the Gospel with friends. We also equip teachers so all students learn the good that the Bible and Christianity bring to the world.
<b>Key Endorsements</b>	<ul style="list-style-type: none"> <li>• Chuck Colson</li> <li>• Eric Metaxas</li> </ul> <b>Gov. Mike Huckabee</b> – "Church, please consider joining me in endorsing and promoting Gateways to Better Education as a resource in your community. Your schools will be more faith-friendly places and your children will have a better future because of it."
<b>Our "BHAG" (Big Holy Audacious Goal) is:</b>	Identify, unite, equip, and engage the Body of Christ in at least 100 school districts by the end of 2026 (5 years) through our <b>National Free to Speak Campaign</b> . During that time, our BHAG also includes a nationwide marketing strategy to reach all 13,400 school districts, involving 99,000 schools with 51 million students to promote religious freedom in their schools.

## 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>	Create a better future for children by equipping Christians in public schools to advocate for religious freedom and courageously teach about the good that the Bible and Christianity bring to the world, to America, and to their own lives.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: <ul style="list-style-type: none"> <li>○ Christians in public schools (administrators, educators, school board members, parents, and students)</li> </ul> </li> <li>• Our SUPPORTING customers are: <ul style="list-style-type: none"> <li>○ Financial supporters, foundations, Alliance Defending Freedom, and campus ministries who benefit from greater religious freedom.</li> </ul> </li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	<ol style="list-style-type: none"> <li>1. Moving from fear to freedom regarding religious expression.</li> <li>2. Confidence in teaching about the Bible and Christianity as it relates to their academic subject,</li> <li>3. Parents – that their children will graduate with their faith and values intact and stronger.</li> </ol>
<b>4. What have been our results?</b>	<ol style="list-style-type: none"> <li>1. The Gospel included in CA History Framework for 7<sup>th</sup> Grade.</li> <li>2. In 2020, the U.S. Department of Education updated its religious freedom guidance at our request and used our recommendations.</li> <li>3. 20,000+ educators and student teachers trained with 90% indicating they will teach more about the Bible and Christianity because of the training.</li> </ol>
<b>5. What is our plan?</b>	Provide practical strategies for Christians to influence their public schools for Kingdom purposes.

## F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Unique message and expertise to equip Christians.</li> <li>• Solid, and growing, base of support.</li> <li>• Creative and nimble team who can quickly adapt.</li> <li>• Collaboration with other ministries.</li> </ul>	<ul style="list-style-type: none"> <li>• Understaffed</li> <li>• Lack of broad exposure: "I've never heard of Gateways before." Ugh.</li> <li>• Local campaigns depend on volunteers who can lose momentum. We need paid field staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Christians saturate the public schools at every level and they are hungry to know what they can do to help schools be more faith-friendly and affirming.</li> <li>• Since the majority of church-attending families send their children to public schools, church leaders have reason to collaborate with us.</li> <li>• CA State Academic Standards EXPECT students to know the Gospel, the teachings of Jesus and Paul and the influence of Christianity on history, culture, and values.</li> </ul>	<ul style="list-style-type: none"> <li>• Apathy in churches</li> <li>• Hopelessness of Christians who think nothing can be done.</li> </ul>

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Help our Orange County Director of Community Engagement connect with Christians you know who are involved in public schools (from church, school-related ministries, and friends).	Immediate
2	Join the volunteer team to research state academic standards looking for where the Bible and Christianity can be taught. We stay up-to-date on all state's standards. This is an ongoing research project.	Immediate
3	Volunteer to help with operations so we can meet growing demand.	Immediate
	<u>Major Prayer Request:</u> For open doors to grow the campaign in Orange County.	Immediate