

THE BARNABAS GROUP MINISTRY REPORT

A. CONTACT INFO

Ministry Name	Share the Struggle
CEO Name & Title	Ryan Miller
Primary Contact & Title	Richard Mattingley, Executive Director
Address, City, State, Zip	2832 Vista Mariana, Carlsbad, CA, 92009
Phone	(949) 280-0632
Email	richard@sharethestruggle.org
Website	sharethestruggle.org
Facebook	https://www.facebook.com/Sharethestruggle.today
Instagram	https://www.instagram.com/share.the.struggle
Twitter	

B. KEY INFO

Year Founded	2016
Total Employees (FT & PT)	2 FT, 4 PT
Total Volunteers	72
Total Board Members	4
Total Donors (last 24 months)	85
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. 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	\$164,315	\$127,665	\$400,000
All Other Income		\$9,911	\$80,000
Total Income	\$164,315	\$137,576	\$480,000
EXPENSE			
Program Services	-\$323,775	\$150,000	\$380,000
General & Administrative	-\$63,314	\$30,000	\$75,000
Fundraising	-\$2,400	\$2,000	\$15,000
Total Expense	\$389,489	\$182,000	\$475,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Our mission is to be there for you in the middle of your struggle. You are not alone in this.
What do you do?	We create christ-centered, struggle-specific courses (ie - Anxiety) for individuals and groups to experience hope, healing, and a relationship with God.
Key Endorsements (names of people or organizations)	Light Church, Thirst Church, Easter Foundation, Campus Crusade, Keith Kressin (Qualcomm Executive), Jacques Spitzer (CEO of Raindrop Marketing).
Our "BHAG" (Big Holy Audacious Goal) is:	To create a movement of Christ-centered hope and healing and become a staple resource for every church in America.

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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 your mission?	OUR MISSION is to meet struggling people where they are at and provide hope and healing through Christ-centered content, community, and connection.
2. Who is your PRIMARY customer and who are your SUPPORTING customers?	Our PRIMARY customer: 1) 15-35 year old struggling & seeking individuals. 2) The Local Church . Our SUPPORTING customer: 1) Struggling people of all ages. 2) other Christian groups.
3. What does the (PRIMARY) customer value?	1) Finding relief from the acute pain they are experiencing 2) Finding long term relief and freedom from their struggle 3) Living a life of lasting peace, joy, and freedom.
4. What have been your results?	Media Results: 37 million views on social, 240k engaged around struggle & gospel content. Course Results (new): 250 people completed the anxiety course and 1 local church.
5. What is your plan?	1) Create Christian faith-based video courses using subject matter experts. Prioritize and address top mental health/addiction issues. 2) Develop church partnerships.

F. S.W.O.T. ANALYSIS

STRENGTHS	Content Creation, Social Media, Small dynamic team.
WEAKNESSES	Organization, Focus (we have a lot of different initiatives), Non-profit structure
OPPORTUNITIES	Church Partnerships, Sustainable financial model, Reaching the next generation online, Meeting America's Mental Health crisis.
THREATS	Operating Expenses overcoming how fast we can fundraise, Liability in helping struggling people.

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

	Opportunity / Task / Volunteer Role and Target Date
1	Participate in a Share the Struggle online anxiety group for TBG partners.
2	Bring Share the Struggle anxiety course (and other courses coming soon) to your local church in 2022.
3	Help Share the Struggle build out an operational strategy and structure for scaling our ministry in 2022.
Major Prayer Request	That God would provide workers for the Harvest. Leaders and Churches! That God would provide the finances to accomplish the mission and vision!