

A. CONTACT INFO

Ministry Name	PassionLife
CEO Name & Title	Rev. John Ensor
Primary Contact & Title	Brian Boone, Director of Mission Advancement (317-370-8122)
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Website	PassionLife.org

B. KEY INFO

Year Founded	2012
Total Employees (FT & PT)	11
Total Volunteers	Approx 10 in the US/ 30 overseas
Total Board Members	7
Total Donors (last 24 months)	218
Organizational Memberships	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Leadership Alliance (CLAonline.org) <input type="checkbox"/> Other: _____
Is your IRS 990 form available for public inspection?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

C. FINANCIAL INFO (per ECFA reporting categories – www.ecfa.org)

Oct 1-Sept 30 Fiscal Year	Fiscal Year Actual 2018-19	Fiscal Year Actual 2019-2020	Estimated Budget 2020-2021
INCOME			
Donated Income	441,986	731,094	745,000
All Other Income	111	57,789	2,050
Total Income	442,098	788,883	747,050
EXPENSE			
Program Services	395,706	399,711	377,223
General & Administrative	116,580	226,148	307,944
Fundraising	17,731	29,652	131,603
Total Expense	530,517	655,511	816,770

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	Rescuing the most vulnerable where abortion is most concentrated.
What do you do? (50 words or less)	PassionLife people partner together to “rescue those being led to death” (Prov 24:11) in the hardest places. In countries plagued by abortion, we prepare leaders to train churches to treasure life, reject abortion, bring the gospel to the guilt of abortion and rescue the innocent one mother at a time.
Key Endorsements (names of people or organizations)	Eric Metaxas /John Stonestreet (Breakpoint), Scott Klusendorf, (Stand for Life), Marvin Olasky (World Magazine), John Piper (Desiring God)

<p>Our “BHAG” (Big Holy Audacious Goal) is:</p>	<p>Since our start (2012), our focus has been on China. So far, we have trained approximately 3.5 million people in the gospel of life through the unregistered (underground) Church and opened 3 pregnancy help clinics in Communist hospitals. Our BHAG is to open in 600 hospitals in China, while we begin to do in 10-12 countries what we have done in China. This requires a massive capacity building effort—building teams, identifying rapid reproduction approaches, and growing a sustainable support base from \$700k (current) to \$3 million over the next 5 years.</p>
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E. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● Clear mission ● Strong board ● United team ● Mature and sober awareness of the challenges. ● Proven rapidly reproducing resources and methods ● Tenacity and mission-toughness ● Successful transfers of ownership to indigenous leadership 	<ul style="list-style-type: none"> ● Decentralized team ● Opportunities beyond capacity ● Lack of comprehensive strategy for building community of interest/support ● Small base of monthly partners 	<ul style="list-style-type: none"> ● 30-40 mass trainings in N. India a year ● Vietnam leaders plan to teach the gospel of life in every congregation in the country ● Cuba foothold and possible national team formation ● Zambian pastors team to train pastors in Zambia, Ghana, Ethiopia, Nigeria ● Standing Invitation to come to Namibia, Pakistan, Russia, Romania, Ukraine ● Inquiry to work with a network of 600 hospitals in China 	<ul style="list-style-type: none"> ● Crackdown on the Chinese Church/arrest of friends ● Travel restrictions to Cuba ● Covid19 shutdown on all international travel ● Rapid team development and international commitments without a sustainable budget

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Host a Gospel of Life (“4 Questions”) training in your area (home, office, church, virtual, etc.)	2021
2	Introduce PassionLife to your overseas Christian contacts	2021
3	Host a “Storm the Stronghold” presentation (in person or virtual)	2021
	<u>Major Prayer Request:</u> Pray for our work in China in the midst of the current government crackdown.	

Thanks for limiting your report to 2 pages!