

A. Center for Individual & Family Therapy
 CEO: Jim Masteller, Chief Executive Officer
 Primary Contact: Kirstin Rascher, Administrative Director
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 Website: www.cift-usa.com

B. Founded in 1991
 Total Employees: 55
 Total Volunteers: 0
 Total Board Members: 10
 Total Donors (last 24 months):10
 Organizational Memberships: American Association of Christian Counselors
 California Association of Marriage and Family Therapists
 Is your IRS 990 form available for public inspection? Yes

C.

	Last Fiscal Year Actual 2009	Current Fiscal Year Budget 2010	Estimated Budget 2011
INCOME			
Donated Income	\$176,844.00	\$175,000.00	\$85,000.00
All Other Income	\$2,197,199.00	\$2,431,343.00	\$2,086,000.00
Total Income	\$2,248,969.00	\$2,606,343.00	\$2,181,600.00
EXPENSE			
Program Services	\$1,433,539.00	\$1,666,711.00	\$1,336,200.00
General & Admin	\$904,137.99	\$838,140.00	\$840,101.00
Fundraising	0	\$30,000.00	0
Total Expense	\$2,337,676.00	\$2,534,851.00	\$2,176,301.00

D. Brand Promise: We offer Hope, Healing and Growth to those in need.

What do you do: The Center for Individual and Family Therapy exists to glorify God by: **Supporting** the local church; **Providing** competent, affordable Christian counseling to those in need; **Maintaining** a growing, supportive environment for our staff, so that individuals and families may experience hope, healing and growth through competent Christian therapy.

Key Endorsements: Focus on the Family, Henry Cloud & John Townsend, Yorba Linda Friends Church, Rock Harbor Church, Mariners Church, Evangelical Free Church of Fullerton, Eastside Christian Church

Our BHAG: Sustainability: Within the next 5 years we plan to:

- Double the number of clients served. (30,000 client hours/year 60,000)
- Launch Missionary Care and be serving 500 missionaries per year.
- Fully fund "Ministry Arms" (CIFT CARE - Ministries to Pastors, Missionaries & Poor) by outside donations.

E. STRENGTHS: People: Staff; Board of Directors; Leadership Team
Organizational structure
Relationship with pastors and churches
Clear Mission
Good facilities (5 locations)
Solid history and reputation
Christian commitment

WEAKNESSES: Time for leadership team to lead
Sense of entitlement among some staff members
Lack of clarity and communication
Lack of funds to compensate leaders
Lack of solid anchor therapists at each location

OPPORTUNITIES: Population density around each office
New Business Plan
Room to grow
Present church contacts as base for networking
Solid reputation opens doors
Fundraising Committee and network

THREATS: Lack of capital
Failure to follow through on plan
Slow economy
Slow referrals
Lack of leadership time
Lack of insurance reimbursement option

F. Three strategic ways for TBG members to become involved:

1. Support the Launch of Missionary Care.
 - Volunteer Director of Missionary Care to help launch this effort
 - Marketing and Development direction
 - Goal: Launch this effort by April 2011 working with at least 15 local churches and seeing 100 missionaries by the close of 2011
2. Support the development of new website.
 - Help with the training and oversight of staff in the use of social media to support the website and CIFT's visibility.
3. Support the launch of CIFT's "Child and Adolescent Development Center".
 - Help in marketing of this new venture to Christian schools.

Major Prayer request

- Successful transition from "Founder to Sustainability."
- Increase visibility of CIFT as key to sustainability.