

THE TITUS PROJECT

PROPOSAL



Every Generation Ministries

"Transforming Children in Christ through His Church"



The Titus Project

EVERY GENERATION MINISTRIES



EXECUTIVE SUMMARY

Many children around the world are living apart from a life with Jesus Christ. Many of their lives are characterized by despair, hopelessness and loss of purpose. Many of them do not know where they will sleep tonight or find their next meal. God has established the local church as the tool for reaching those children with the love of Christ and the new life He has for them.

Every Generation Ministries has established National Ministry Teams in ten countries to see children transformed in Christ through His church. EGM teams are providing high-quality Bible teaching materials and innovative leadership development training for children's workers in local churches. Our National Ministry Teams are looking for new effective ways to impact children through the church.

Nearly two-thousand years ago, the Apostle Paul sent Titus to Corinth to give them vision for raising funds from within their churches to support the famine afflicted church in Jerusalem (I Corinthians 16:1-4; II Corinthians 8:6). He was sent a second time to encourage the completion of the offering (II Corinthians 8:16 ff.). From that time on, Titus has been a name associated with God's people and giving.

The Titus Pilot Project is an exciting ministry initiative that will move our ministries towards increased effectiveness within their own culture. The simple goal of the Titus Project is to make the operational costs of our national ministry teams fully funded from within the country in three years.

The Titus Project will:

- Fully engage national churches and Christians at the heart level as they fully support the national ministry work.
- Our EGM national ministry will become more accountable to their national Christian leadership.
- Ministry relevance will be further increased causing even more boys and girls to experience the life changing gospel of Jesus Christ.

Every Generation Ministries has identified six countries to participate in a pilot program (Poland, Hungary, Romania, Ukraine, Chile and Peru). The Titus Project will work to increase the in-country financial support of our ministries so that within three years, the operational costs of the ministry will be fully funded from within each country. After successfully implementing the Titus Project it is our intention to move forward in each country where EGM serves.

THE NEED

The Great Commission (Matthew 28:18-20) contains the marching orders for not only Jesus disciples but for the church around the world today. Christ followers are called to go and make disciples of the nations, 40% of which are under the age of twelve. Unfortunately, today many churches around the world have not grasped the vision to see boys and girls become Christ followers. Many of the remaining churches that have the vision have adopted a traditional school approach to children's ministry.

Every Generation Ministries was founded in 1993 in response to God's love for children and His desire to see them transformed in Christ through His church. EGM establishes National Ministry Teams that provide innovative leadership development training for children's workers in local churches. Our teams also provide high-quality culturally relevant Bible teaching materials. Our national ministries are staffed and governed by gifted and highly committed national Christian leaders. In order to reach full ministry effectiveness, our National Ministry Teams are seeking to fund all of their operational costs from within their own country.

Ministry work has always required some kind of material support dating back to the Levitical priesthood and continuing through the New Testament up until today. However, many indigenous ministry movements are based on ongoing foreign funding. Long-term financial health and stability is questionable, apart from foreign funding. Ministry effectiveness is hampered by the need to maintain cross-cultural donor relations and ministry programs are subject to the concerns and expectations of donors living in a completely different culture.



EGM BACKGROUND

The first EGM ministry was launched in Poland in 1993. Since that time, EGM has established National Ministry Teams in ten countries. Each has grown steadily developing a growing number of Model Children's Workers within their respective countries. Bible teaching materials have been produced for children ages 4-14, written and developed within each country. Vacation Bible School materials have been developed and other needed children's ministry resources.

The core of each national ministry has been a committed staff and teams of regional leaders. One of those teams has led the training and development programs over the years. Many of these team members have served since the very beginning of the ministry work. Another team has served as the Board of Directors governing the ministry effectively for the last twelve years.

God has used the ministry to transform the lives of thousands of boys and girls. During this last year, our National Ministry Teams worked with over 11,000 children's workers representing over 3,400 local churches. Our work is widely known and we have excellent working relationships with all of the major Christian denominations including the Reformed Church, Roman Catholic Church, Coptic Orthodox Church, Presbyterians, Baptists, Covenant Church, Brethren, Methodists, Pentecostals and other independent evangelical churches.

When each national ministry was established, our goal was to develop a truly national ministry. In 2002, this was understood to mean a ministry staffed and governed by national Christian leaders. Today we believe that this also means a ministry funded by national Christian leaders.

During the last year, our ministries averaged nearly 40% of their income from within their own countries. The goal of this new initiative is to see that increase to 100% in the next three years.

Why These Countries?

Every Generation Ministries has ministry work in ten countries. These six have been selected for the following reasons:

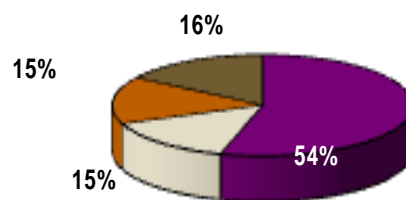
- We have the right type of leadership in place eager to increase fund development effectiveness. Some have already shown giftedness in this area.
- The Board of Directors is supportive of fund development and understands its issues/concerns.
- Board unable move forward without funding, direction, training, support.
- Local EGM support can supervise the EGM role in the process.
- Trust is strong between EGM and the leadership in each country.
- Many of these countries have emerging economies.
- There are a significant number of evangelical churches in the country.
- There is potential for website income (donations and material sales).
- There is a need for web-based curriculum which could produce a revenue stream.

THE CURRENT SITUATION

Our ministries are currently governed by high-quality Boards of Directors who are committed to national self-funding. Their leadership has brought the ministry to this point.

During this last year, our ministries received 47% of their income from within their countries. That income can be broken down as follows:

National Ministries Income Summary



■ US Giving □ In Country Giving ■ Ministry Fees ■ Publications

U.S. giving is defined as the funds received from Every Generation Ministries within the U.S. In-country giving is charitable gifts from individuals, churches, businesses and foundations within the countries. Other income is income received from the sales of materials or fees paid by children's workers to participate in training programs.

Those actual amounts (USD) are as follows:

US Giving	In-Country Giving	Ministry Fees	Publications Income	Total
\$ 93,370	\$ 26,544	\$ 23,816	\$ 28,275	\$ 172,005

THE CHALLENGE

In order for this fund development initiative to succeed, Every Generation Ministries will have to work to overcome three significant obstacles.

1. **Biblical Foundations** - Every Generation Ministries has been working to develop national ministries for seventeen years and during that time we have worked with Boards and staff leadership in nine countries on four continents. Consistently, we have noted a lack of solid biblical foundations and principles regarding money, tithing and giving to support God's ministry work. Many people believe that Christian leaders should not talk about money. People are too poor to give. Giving and material support is limited to countries where wealth resides. Giving is only to your local church.
2. **Cultural/Social Expectations** - Many, if not all of the countries where EGM is serving have a long history regarding the funding of Christian ministry work and charitable activities of any kind. That history is centered on a pattern of foreign aid and contribution being the primary source of financial support. Foreign financial sources are frequently the first and only option pursued by Christian and secular alike. In most of the countries where EGM currently works, this has been the case for decades and is deeply entrenched in the thinking of people.
3. **Western Giving** - The giving patterns and traditions of churches, foundations and individual Christians has become part of the problem. Suffice it to say that our well-intended efforts at giving have often stirred a kind of spiritual dysfunction regarding giving. We have given in a manner that has on many occasions caused harm while trying to affect good.

MEETING THE CHALLENGE

The Titus Project will be composed of four elements:

Key Leader - A crucial element to the Titus Project success will be a key leader to spearhead the fund development effort. The Board of Directors has fiduciary responsibility for the ministry and plays a key role in the fund development effort. However, in-country financial support will be significantly influenced by a full-time staff member's ability to recruit resources to the ministry.

Training and Development - EGM is working in conjunction with ministry partners to create a training and development program for our Board of Directors and the Executive Director. The crucial elements will include:

- **Biblical Foundations** - In conjunction with some key ministry partners. EGM is developing a training course that will provide our director and Board of Directors with a solid biblical understanding of giving, money and the financial support of God's ministry work. The curricula will be developed using the EGM Model Children's Worker elements of relational ministry, experiential learning, Bible truth, discussion of how to apply that truth and practical response elements. Emphasis will be placed on some of the following elements.
 - Giving is an Act of Worship and is to God - Leviticus 27:30-34, Deuteronomy 14:22-29, II Corinthians 8-9
 - God Owns Everything/Everyone - Psalm 24:1
 - God is the Source of Provision - I Chronicles 29:1-9, Galatians 2:1-10, I Corinthians 16:1-4
 - People Give to Vision - I Chronicles 29
 - Leaders Lead in Giving - I Chronicles 29:1-9
 - Giving is a Heart Barometer - II Chronicles 31:1-21, Mark 12:41-44, Matthew 6:19-21
 - No one is too Poor to Give - II Corinthians 8:1-5, Mark 12:41-44
 - Jesus Gave Everything for Us - II Corinthians 8:8-9
 - God's Servants have a Right to Support - I Corinthians 9

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- **Fund Development Best Practices** - In addition to developing a solid biblical framework for fund development ministry, we will provide our key leader and Board of Director with training in fund development and best practices. Some of the topics included will include:
 - Developing a Fund Development Plan
 - Developing a Case for Support
 - Writing Funding Proposals
 - Personal Ministry Presentations
 - Communications and Fund Development (Blogs, e-mails, tweets, letters, newsletters, mailings, etc.)
 - Fund Development Events
 - **Coaching** – After establishing a biblical foundation and creating a fund development plan, our EGM team will work with the national key leader and Board of Directors to implement a fund development plan in their country. Ongoing evaluation, assessment, coaching and mentoring will be crucial in working with the National Ministry Team to develop a fully funded EGM ministry.

Tools and Resources - Fund development tools and resources are crucial elements of fruitful fund development ministry work. This proposal is evidence of the need to communicate to donors, inviting them to join in God's ministry work. An important element in the Titus Project will be tools needed by the National Ministry Team to communicate effectively with churches, foundations and individual donors in their country. These tools will be developed within the respective culture and will likely include some of the following:

- Proposal template for making written funding presentations
- PowerPoint presentation
- Brief 4-6 minute ministry video
- Ministry brochure/pamphlet

Website - Each national ministry is eager to move forward in developing a ministry website. Although EGM ministries are currently serving 3,400 local churches, this only represents a fraction of the total number of evangelical churches in the countries where we serve. Websites will allow each ministry to cast a wider net to impact a larger number of children. The websites will include the following elements.

- General ministry information
- Donation information/function
- Subscription to EGM children's ministry Bible teaching materials
- Training videos
- A forum designed to develop a national children's ministry community
- Ideas bank for children's workers
- Endorsements from reputable in-country leaders

Matching Grant - The final element of the Titus Project is a matching grant program. EGM will provide matching funds to encourage in-country giving. The matching program will vary within each country according to their budget and financial condition. (See Titus Project budget)

TITUS PROJECT GOALS

Training and Development - The EGM-U.S. team will work with the Romanian Board of Directors to create a full orientation and training program. This program will include all of the previous elements of our Director training along with an entirely new curriculum for fund development training. The new Director Orientation program will be a full one-week program taking place after the Director is called. This process will be completed when a written fund development plan is submitted to each national Board of Directors and approved.

Fund Development Plan Implementation - The EGM Executive Director in each country will begin implementing the Fund Development plan. This will likely include some of the following elements.

- **Tool Development** - The Director will work to develop fund development tools such as brochures, PowerPoint presentations, website additions, mass e-mail system, donor tracking system etc.
- **Website Development** - A website developer will be contracted to work with the national team to design, develop and deploy a website.
- **Meetings** - The Director and Board members will begin following the fund development plan meeting with individuals, pastors and other contacts and sharing the EGM ministry vision and needs.
- **Events** - Work on fund development events will begin in accordance with the fund development plan.

This element of the plan will be completed when three months of the fund development plan have been implemented.

Coaching and Assessment - Concurrent with the plan implementation will be regular coaching and assessment with our EGM team. Our EGM team including Steve Delph and regional leadership (Alex Bruda, Marian Zahara, Igor Fridrikh and John Chapman) will be meeting via Skype on a weekly basis providing coaching, tips, support and any possible help for each Executive Director and Board members. Once the first phase of this coaching and assessment is completed, we will continue on through then entire three year program.

Correction and Continuation - After completing the first six months of fund development work, the EGM-U.S. team will lead another one-week training and assessment program. This will be designed to formally assess the implementation of the fund development program and the success of the fund development work against measurable goals.

This phase will include:

- A revised fund development plan that created for the remainder year.
- Annual fund development plans submitted to each national Board of Directors for the subsequent two years.
- Written assessment of progress against measurable goals. (Quarterly)

MEASURING SUCCESS

There are three area of measurement for the Titus Project:

Implementation - Each National Ministry Team will develop and implement a written fund development plan. The plan itself will be measurable and a quarterly plan evaluation will be conducted. Adjustments to the plan can be made as feedback develops and lessons are learned. The written plan and quarterly evaluation will be submitted to the foundation.

Website Activity - The website will naturally lend itself to measurement. The Titus Project will measure on a quarterly basis: Hits on the website, registration, subscriptions and material sales, video downloading and forum participants. This information will be summarized and reported to the foundation.

Increased Giving - Each national ministry will see an increase in giving. Financial goals will be established at the beginning of the project. Over the three year period, the ministry will measure success against those goals working towards 100% in-country funding. At the same time, EGM giving to the operational income of the ministry will decline to zero. EGM's involvement going forward will be on a one-time special need basis.

Leadership Assessment - The Executive Director and Board of Directors will be assessed in terms of fund development effectiveness at the beginning of the Titus Project and on a six month basis going forward. Results of these assessments will be submitted to the foundation.

BUDGET

FY 2012 EXPENSES	
Item	Cost
Director	\$ 72,742
Staff Salaries	75,427
Office	26,751
Administration	22,775
Leadership Development	53,436
Director Orientation/Training	6,200
Titus Project Coaching	12,500
Publishing	34,604
Website Development	63,285
Fund Development Tools	50,000
Travel	24,500
Other	7,950
Total Cost	\$ 450,170

**This budget reflects a 15% increase for EGM administrative expenses.*

TITUS PROJECT TEAM

Alex Bruda serves as the Director of the Central Europe Resource Team. In this role, Alex leads the Resource Team in assisting the National Ministry Teams in fulfilling EGM's purpose – to transform children in Christ through His church. Alex has been involved with EGM for the past several years participating in various camps and conferences with his brother, Daniel Bruda, Director of EGM-Romania. Before joining EGM, Alex served for the last seven years as General Manager of Scripture Union Romania. Among his vast responsibilities, Alex managed staff and volunteers, organized camps, Bible clubs and training events and managed partnerships with churches and other organizations. Alex has a Degree in Psychology from Bucharest University and a Degree in Theology from Baptist Theological Institute in Bucharest. Alex currently lives in Bucharest with his wife Cami and their two young sons, Alexandru and Bogdan.

Steve Delph serves as International Development Director with EGM. Steve previously served as Senior Vice President of an international ministry serving in the least Christian regions of the world working in 54 countries with over 200 projects. His responsibilities included overseeing all the fund development for the organization. Prior to entering into the non-profit sector Steve worked at FedEx for 20 years where he was involved in senior management. He worked in ground operations and quality control. Steve has extensive experience in cross-cultural ministry environments and has a heart for growing God's church and a passion for children. Steve and his wife, Kathie, live in Seattle Washington. They have both served in full-time ministry for non-profits for over 35 years. They have 2 children who are both grown who also have a passion for the underserved.

Daniel Watts is the President of Every Generation Ministries (EGM). Since 1991, EGM has worked with local churches to launch and develop a church-based ministry to children and families. Daniel founded the first EGM national ministry center in Poland in 1993. In 2001, Daniel relocated to the United States to establish the first EGM presence in the United States. In addition to developing EGM's infrastructure and funding resources, Daniel is overseeing the expansion of the ministry into new regions of the world. Prior to founding EGM, Daniel served ten years as the Pastor to Children at Mariners Church in Newport Beach, California. He has a Bachelor's Degree in Physics from California State University in Long Beach and a Masters of Divinity from Fuller Theological Seminary. Daniel and his wife Marla live with their two children in Temecula California.

Marian (Mike) Zaharia served for more than 10 years in ministry to street children, managing and directing a rescue mission. In addition to his efforts with homeless children, he was also active as a Sunday school teacher in his home church, organized summer camps and worked with kids in one on one counseling. For the last two years, he has been project manager for the Smiles Foundation, assisting families in need, serving homeless children and adults and working in the Tileagd Gypsy Community Church, both in preaching and in children's ministry. Mike has a University Degree in Psychology and a Master's Degree in Organizational and Human Resources from Spiru Haret University in Bucharest. Mike's wife, Dana, shares his love for children and children's ministry.