



WHERE WE HAVE BEEN

A Year in Review - Since January 1, 2014

- Recently approved as a 501C3 organization. While the IRS has been denying many organizations, we were granted acceptance.
- Synergizing the merger of two key initiatives of Giving of Life; [The SoulCare Project](#) & [Build Me a World](#).
- Expanded our target audience to “Under 30” inner city young adults and “Over 30” Caregivers and Culture Shapers.
- Collaborated and worked with caregivers and culture shapers: spiritual directors, SoulCare providers, creatives, professional counselors, spoken word artists, university presidents, mainstream musicians, ministry leaders and entrepreneurs.

Positive Results

- **The SoulCare Project**
 - Facilitated 12 retreats with over 180 attendees partnering with 15 unique Spiritual Directors and SoulCare providers.
 - Championed and supported over 800 ministries with a weekly email distribution to over 18,000 followers.
 - Growing Partnerships:
 - “[Story, Song & Solitude](#)” retreat with world renown singer/songwriter, [David Wilcox](#).
 - [Wil Hernandez](#), PhD in [Nouwen Spirituality](#)
 - Annual partnership with [Wedgwood Circle](#) for mainstream culture shapers and thinkers.
 - Deep engagement with ten regional senior pastors.
 - Networking with key influential educators in the city
 - Brand awareness in [Conversations Journal](#).
 - Key staff playing an integral role in a global conference.
 - Hayne Steen speaking at [Q Commons](#) alongside Tim Keller, Ann Voskamp, Andy Crouch, Jenny Yang.
 - Launched weekly email blog “[Letters to Francine](#)” reaching nearly 900 recipients.
 - Training of 12 Chattanooga cooperative ministry interns serving FCA, Young Life and The House campus ministry.
 - Continuing to increase our social media presence by 15% in 2014.
- **Build Me a World**
 - Weekly Poetry Workshops
 - Direct Mentoring with gang affiliated young men and women.
 - Filming and producing film projects {[Me in a Minute](#)}
 - 3 Weekly group spiritual direction meetings with gang affiliated young men and women averaging 20 individuals per meeting.
 - Key staff playing an integral role in national conference.
 - Chris Woodhull speaking at [Horizons Conference](#) leading panel discussions with Sarah Morgan of Benwood Foundation, Kim White of River City Company, and Donna Williams, Director of Community and Economic Development for the City of Chattanooga.



WHERE WE ARE GOING

Challenges

- **Common Denominators of the Leaders We Serve**
 - Internal Noise: Anger, Fear & Pain
 - Loneliness & Isolation: Alone in a crowded world while feeling abandoned by God.
 - Broken Identity: Shame of living in the false self.
- **Spiritual transformation is a slow & deliberate process.**
 - People resist the very thing (intimacy) they crave.
 - There is cultural addiction to the need to be needed.
 - Convincing people of value of slowing down to catch up.
 - People are living disconnected from their true identity.
 - We are continually inviting people into pain and beauty
 - People need a safe and beautiful place to come away where they can intentionally step away from rush and hurry with explicit permission to be guided in Sabbath rest.
- **Smallness is not attractive.**
 - We are purposefully slow and deliberate with the individuals we work with.
 - Intimacy requires small and deliberate encounters.
 - Deep mentoring equals deep impact.
 - To scale up is to scale inward.

The Way Forward

- **Building a Strong Infrastructure**
 - **Clarifying Our Brand**
 - Clearly articulating our ministry model
 - Building capacity for future development
 - Overhauling our online footprint
 - **Building Strong Administrative Support**
 - Hiring an executive assistant/accountant
 - Creative online infrastructure for three online platforms: (A) Giving of Life General Fund (B) Build Me a World (C) The SoulCare Project
 - Locating office space for hosting meetings & staffing
 - **Board Development**
 - Current board:
 - Steve Lynn - Former CEO of Back Yard Burgers, Inc., Shoney's, Inc. and Sonic Corporation.
 - Keith Meyer - Author and founder of [Becoming the Change Ministries](#).
 - Dan MacLellan
 - Russell Courtney
- **Continuing to Cultivate spiritual growth**
 - Publishing projects: Films, books, blogs and journal articles
 - Retreats, workshops, weekly spiritual mentoring groups, and individual spiritual mentoring.