

***STRATEGIC BUSINESS PLAN***

**for**

**Matthew 25: Ministries**

**for Period**

**January 2018 to December 2018**

**Approved by Tim Mettey**

**CEO**

**Matthew 25: Ministries**

# EXECUTIVE SUMMARY

Matthew 25: Ministries is a federally recognized 501(c)(3) not-for-profit organization established in 1991 in Cincinnati, Ohio. Since 1991, Matthew 25: Ministries has grown from a small group of dedicated individuals carrying supplies in suitcases to an international humanitarian aid and disaster relief organization distributing more than 15,000,000 pounds of products each year locally, nationally and internationally.

Matthew 25: Ministries provides humanitarian aid and disaster relief to the poorest of the poor in Greater Cincinnati, throughout the US and around the world. Matthew 25 rescues and reuses excess products from corporations and manufacturers and uses these product donations as building blocks to encourage individuals to help themselves and to develop healthier, more self-sufficient, sustainable communities. By rescuing products destined for the landfill or incineration facility, Matthew 25 also protects and improves the environment.

Through the "Caring For a Needy World With the Things We Throw Away" program, Matthew 25: Ministries distributes 15,000,000 pounds of clothing, medical supplies, personal care items, school supplies, food and beverages, household supplies, cleaning products, rebled paint and micro-enterprise supplies yearly through projects targeted to specific regions and needs. Matthew 25 seeks to address the comprehensive problems of severe poverty domestically and worldwide by fostering an environment where individuals can utilize assistance to take steps toward a more sustainable future for themselves and their communities.

Matthew 25: Ministries programs fall into four major categories:

**Humanitarian Aid Distribution** – providing basic necessities, lifestyle and living improvements, educational enhancements and micro-enterprise opportunities to the poorest of the poor.

**Disaster Relief Services** – providing short and long-term relief, recovery and rebuilding support to disaster victims and areas suffering from catastrophic disasters.

**Manufacturing** – producing, repurposing or reusing donated products and supplies to further enhance distribution activities by increasing supplies of high-demand or high-need items such as paint, notebooks, pencils, sanitary supplies and medicine receptacles.

**Special Programs** – developing unique programs that enhance or enrich the activities described above such as the construction of new housing, the provision of clean water sources, the rebuilding or construction of schools or support for health and medical programs.

In addition to these programming areas, Matthew 25's **Global Village** experience fulfills Matthew 25's commitment to education, by allowing guests to step inside a third world village and experience the living conditions and lifestyle of the poorest of the poor.

Individuals, families and groups of all types can reach out and touch the world through Matthew 25: Ministries. Matthew 25 welcomes **volunteers** 6 days a week at their Blue Ash facility. There is work for everyone that helps the poor and makes a difference. Individuals, small groups and organizations can also do collections of products or money for Matthew 25: Ministries. Matthew 25: Ministries strives to be an all-inclusive organization where people of all ages, faiths, political points of view and financial means can come together to work toward the common objective of helping those in need in the way that works best for them.

Matthew 25: Ministries raises public awareness of its work through PR and Community Outreach activities. These activities generate increased volunteerism, which serves to process additional products and help more people. Matthew 25's volunteers are instrumental in extending Matthew 25's visibility. Volunteers are encouraged to "spread the word" about Matthew 25 to places of business and worship, member organizations, clubs and individuals. DVDs, literature, posters, flyers or guest speakers are always available to volunteers as a method of outreach. Approximately 25.3% of Americans over the age of 16 volunteered through or for an organization between September 2010 and September 2014.

**More than 99% of Matthew 25: Ministries cash and in-kind donations go toward programs.**

# SECTION ONE

## STRATEGIC FOCUS

The aim of this Plan is to set benchmarks for continued growth, development and expansion of Matthew 25: Ministries based on an analysis of recent patterns of operation. As with all formal Plans, the organization acknowledges that operational growth and expansion, output and outcomes will ultimately be influenced by slow (climate change, environmental degradation) and rapid-onset (catastrophic) disasters; natural and man-made humanitarian crises and disasters.

### Our Mission

The mission of Matthew 25: Ministries is to provide nutritional food to the hungry, clean water to the thirsty, clothing to the naked, affordable shelter to the homeless, medical care to the ill and humanitarian supplies to those in need. Matthew 25 helps the poorest of the poor locally, nationally and internationally regardless of race, creed or political persuasion. Additionally, Matthew 25: Ministries is committed to educating the public on the conditions and needs of the “least of these” and by providing resources for action. Matthew 25 rescues and reuses excess products from corporations and manufacturers and uses these product donations as building blocks to encourage individuals to help themselves and to develop healthier, more self-sufficient, sustainable communities. Matthew 25: Ministries provides basic necessities, educational materials, medical supplies, skill development opportunities and disaster relief across the US and worldwide.

### Core Organizational Competencies

- Pursuit of the charitable purpose for originally chartered and organized
- Compliance with both US laws and the laws of non-US jurisdictions
- Commitment to maximum charitable use of assets at every level of the organization
- Determination that potential collaborators have the ability to accomplish the charitable purpose and protect resources from diversion to non-charitable purposes
- Efficient, effective and ethical management of resources at all levels of operation
- Engagement in ongoing monitoring of the recipient and activities
- Placement of financial controls to trace funds and document delivery of services
- Safeguarding the relationships with partners and communities served

### Organizational Values

**Commitment to the public good** – M25M was created to apply the principles outlined in Matthew 25: 34-40: “I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me.”

**Accountability to the public** – M25M is transparent. M25M welcomes the public and provides visitors with the opportunity to participate in the process of helping the poorest of the poor through volunteerism, in-kind donations, collections, fundraisers and sponsorships. M25M also offers regular tours of their facility and presentation opportunities to groups and organizations.

**Commitment beyond the law** – M25M has developed an innovative template for processing that ensures efficient, effective distribution of all products and precise, accountable documentation of every donation from point of entry (donor) to point of exit (recipient). By rescuing and reusing products from major corporations and manufacturers, M25M also saves more than 14,000,000 pounds of products from the landfill each year.

**Respect for the worth and dignity of individuals** – every donated product not in original packaging is hand-touched by a volunteer and evaluated for both condition and appropriateness. M25M’s standard for evaluation is “if you would not be comfortable wearing/using this item, it is not suitable for a recipient.” Products are packaged onto pallets of like or similar items for ease of distribution and are categorized for geographic, technological and cultural requirements to ensure that delivered items are needed and useable.

**Inclusiveness and social justice** – M25M’s work focuses on the un- or under-served populations of our community, our country and our world. M25M provides personal care and hygiene products, medical supplies, educational materials and skill development opportunities to those in most desperate need, which frequently includes women, children and the elderly.

**Respect for pluralism and diversity** - M25M’s mission is to help the poorest of the poor locally, regionally, nationally and internationally regardless of race, creed or political persuasion.

**Transparency, integrity and honesty** – M25M properly categorizes all revenues and expenses to ensure compliance with all fundraising regulations. M25M submits annually to an independent audit conducted by an accounting firm specializing in non-profits. M25M meets or exceeds the standards for non-profit excellence developed by the Better Business Bureau, Charity Navigator, the Independent Charities of America and the Combined Federal Campaign.

**Responsible stewardship of resources** – M25M is a careful steward of all resources – financial, in-kind and time. More than 99% of M25M’s cash and in-kind donations go toward programs.

**Commitment to excellence and to maintaining the public trust** – M25M publishes cumulative totals of pallets, pounds and containers of products shipped and people helped in their warehouse and on their website; in newsletters and annual reports; via social media and e-mail.

## Goals

- Maintain operational efficiency (more than 99% of donations go toward programs)
- Expand Corporate Donors and increase product donations
- Expand and develop additional internal manufacturing programs
- Enhance environmental impact

- Increase organizational awareness
- Increase individual donations
- Increase corporate and foundation donations
- Help more people

## Performance Objectives

| <b>Performance Area</b>                      | <b>Performance Measures</b>   | <b>Target</b>  | <b>Time Frame</b> |
|--|---|--|-------------------|
| <b>Financial Performance</b>                 | Audited Financial Statement   | More than 99% of cash and in-kind donations go toward programs | Maintenance       |
| <b>Customer and Market Performance</b>       | People helped, distribution partner reports, recipient testimonials         | 100% satisfaction  | Maintenance       |
| <b>Internal Efficiency and Effectiveness</b> | Internal reports – containers, pounds, pallets, dollar values, destinations | 800 + container equivalents shipped each year                  | Maintenance       |
| <b>Long Term Development and Innovation</b>  | Yearly growth, expansion and diversification                                | 10%  | Per year          |

## SECTION TWO

### THE BUSINESS

**History:** Matthew 25: Ministries began as the result of a trip Founder and President Reverend Wendell E. Mettey made to Nicaragua in 1990. Although Reverend Mettey had grown up in an inner city neighborhood, been a social worker and pastored an inner city church, the conditions he witnessed during his first trip outside the United States moved him profoundly. On this trip, Pastor Mettey encountered a child who haunts him to this day. The critically-burned infant was awaiting treatment in a poorly-stocked hospital. His desperate father had carried him two hours on foot from their village and waited several more hours at the hospital, only to be told that the hospital had no pain medication, antibiotics, ointments or bandages to help his son. It was thought the child would live, but it would be a difficult recovery and he would be horribly scarred for life.

Pastor Mettey has never forgotten that child, or the level of human suffering he saw replicated endlessly throughout Nicaragua. Upon returning to the US, he felt compelled to do something and began Matthew 25: Ministries. After much thought and prayer, Pastor Mettey decided to resign from his wealthy, suburban church and focus entirely on Matthew 25. His friends and former congregation doubted his judgment. He went without an income for fifteen months, used his family's savings to fund the ministry and worked alone in leased warehouses: soliciting donations, off-loading trucks, driving forklifts, packaging supplies and arranging transportation. Many times he questioned the sanity of what he was doing, but every time he remembered the many needy children he had seen in Nicaragua and knew that somehow he had to continue his work.

Pastor Mettey's background in economics helped him establish the connection between unuseable corporate castoffs and those in need. His experience in material handling enabled him to develop an efficient system to rescue and reuse food, clothing, personal care, cleaning, medical and educational supplies which were deemed no longer useful by US standards and transport them to those in desperate need. Over the years, Matthew 25's distribution activities have grown to include partners throughout the United States and the world. Since 1991, Matthew 25: Ministries has grown from a small group of dedicated individuals carrying supplies in suitcases to an international humanitarian aid and disaster relief organization distributing more than 15,000,000 pounds of products each year locally, nationally and internationally.

**Organization:** Matthew 25's vision is to develop and contribute to long-term solutions for recipients. Matthew 25's work encompasses a variety of intersecting needs – housing, human services, medical relief, poverty relief, education, youth development and adult skill development are all components of the comprehensive programs in which Matthew 25 participates.

Matthew 25: Ministries assesses needs based on industry information and feedback from partner organizations. Matthew 25's key objective is to improve the conditions of the poorest of the poor and those in urgent need. Matthew 25 works toward this goal of alleviating need on a daily basis and marks its success by tracking the tens of millions of pounds processed and the millions of people helped each year.

Matthew 25 has developed an efficient, effective, adaptable template for deploying humanitarian aid that works successfully for local, regional, national and international relationships and for ongoing aid or disaster relief. This template calls for the formation of partnerships with other non-profit organizations that have a presence in the recipient location whether that location is Greater Cincinnati or Southeast Asia. These partners provide valuable feedback on recipient needs and

distribute the donated products to end beneficiaries. Matthew 25's template for distribution has been developed and refined over twenty seven years of constant activity. Frequently, potential partners contact Matthew 25 to explore opportunities. If necessary, Matthew 25 seeks out relationships with partner organizations in target areas. All partners must comply with a detailed set of standards and requirements to ensure their organizational capability and the ethical distribution of relief products.

M25M has a specific and exacting screening process for potential partners. The Patriot Act as well as the instructions/requirements of corporate donors demand a clear identification of the organization/individual's credibility and ability to honestly and appropriately administer humanitarian shipments. Partners must also provide assurance of the organization/individual's governmental and logistical capabilities.

Matthew 25's partnerships and programs address the problems discussed above in the following ways:

- Encourage individuals to take responsibility for themselves
- Empower them to develop a positive self image and a sense of self-worth
- Enable them to help themselves through programs and projects that provide them with the tools to be successful
- Support their efforts with supplies of food, clothing, personal care and cleaning products that promote a healthier, safer environment
- Encourage and support a brighter future for the next generation by providing educational materials and furnishings as well as incentives to remain in school
- Affirm individual dignity and build self-confidence by providing a hand up, not a hand out
- Encourage individuals and communities to work hand-in-hand to develop sustainable societies by incentivizing participation in self, family and community development.

By achieving these program goals, entire regions develop self-sufficiency and the individual families receive the opportunity to create a sustainable economic base.

Matthew 25 seeks to address the comprehensive problems of severe poverty by fostering an environment where individuals and families can utilize assistance to take steps toward a more sustainable future for themselves and their communities. By collaborating at every level of the process with partners who are uniquely equipped to manage a particular aspect of the system, Matthew 25 provides opportunities for efficient cost management, effective distribution and provides tangible benefits for every participant in the resource system. Collaboration is a key to this ground-breaking structure – collaboration not only between obvious resources such as corporations or volunteers, but with other, traditionally competitive nonprofits as well.

Resources flow seamlessly through an operations system where every member of the relief chain benefits from the relationship in very concrete ways:

- Corporate donors receive significant tax benefits from donating to Matthew 25 as well as substantial administrative savings as a result of the innovative "reverse solutions" program Reverend Mettey developed. Reverse Solutions provides logistics and fulfillment services to US corporations.



- The environment benefits from this partnership since 80 – 90% (more than 7 tons) of yearly donated corporate products would have been landfilled or incinerated
- Individuals, businesses, churches, schools and organizations within Matthew 25's community have an accessible, diverse and empowering conduit for international humanitarian outreach through volunteering, donations and fundraising.
- For every \$1 donated, Matthew 25 is able to deliver significantly more in the value of (donated) humanitarian aid as a result of Matthew 25's unique structure of volunteer service
- Distribution partners locally, nationally and internationally receive top quality, pre-evaluated, categorized, sorted and processed products that are geographically, culturally and environmentally appropriate in addition to financial support for community development programs and projects
- Desperately needy individuals receive tangible relief from local organizations that are familiar with the language and needs of the area; they also receive enhanced educational, skill development and community development opportunities that provide not just immediate support but ongoing assistance that helps to sustain long-term growth and development.

Matthew 25 maintains a detailed electronic system of tracking and accounting that inventories products as they are off-loaded from a donor truck, follows them through the internal processing and packaging system and traces their progress through shipment, delivery and distribution.

Matthew 25 has demonstrated continuous, impressive growth. This growth is the result of the meticulous stewardship of all donated funds; the acquisition and development of mutually beneficial partnerships with corporate donors and distribution partners and the expansion of Matthew 25's direct programming.

Matthew 25 anticipates steady and continued growth over the next several years. This projection is based on the growing recognition Matthew 25 is achieving on an ever-widening geographic scale (resulting in escalating offers of product from corporate donors, increasing numbers of volunteers and numerous inquiries from potential distribution partners regarding collaborations).

Major barriers that might impede Matthew 25's continued growth and impact include any economic downturn that affects potential donors' disposable income and any global crisis that would drive the cost of purchased staples up substantially.

Matthew 25 is already addressing these issues by developing creative fund- and friend-raising ideas, developing programs that appeal to a widening constituency and approaching current donors with anecdotal information that inspires greater generosity. Main sources of financial support include:

- Individual donations – Matthew 25 has a loyal and growing database of financial contributors with whom we maintain a frequent interactive relationship via mailings, newsletters, Social Media, E-mail and website activities
- Container reimbursement fees – large distribution partners reimburse Matthew 25 for the operational and administrative costs of prospecting, acquiring and processing donations
- Grants – Matthew 25 continually researches appropriate foundations and requests funding for specific programs and projects
- Fundraisers and Events – Matthew 25 fund- and friend-raises throughout the year with several events that have shown consistent growth and return

Matthew 25 has built strong relationships with corporate donors and with distribution partners over a more than twenty-five year history of growth and service. Matthew 25 educates partners about Matthew 25, about global need, about individual and corporate opportunities. Additionally, Matthew 25 tours facilities and helps corporations understand the value of products that may have been considered unusable. Matthew 25 also provides information about tax incentives, environmental advantages and brand value. Moreover, Matthew 25 provides value-added services such as “Reverse Logistics” to enhance customer satisfaction. Communication is a key ingredient in achieving customer satisfaction and loyalty. Because Matthew 25 communicates frequently with partners, they feel they are truly stakeholders in the process of helping the poor. Matthew 25 sends frequent newsletters, provides photographs of the astonishing results achieved with specific gifts, offers Certificates of Achievement to groups and businesses and encourages site visits.

Matthew 25 reviews and analyzes data regularly to ensure that all resources are being deployed with maximum efficiency and effectiveness. Significant changes are discussed with Department Heads, Officers and Board members as required. Matthew 25 measures organizational output by the number of pounds, pallets and containers dispensed annually and the amount of materials saved from the landfill. Organizational outcomes are measured by the number of people helped. Organizational efficiency is measured by the percentage of financial and in-kind donations that are used for program activities (more than 99%). Matthew 25 also measures organizational performance by the conversion value of a donation dollar. Matthew 25 uses the performance criteria listed above to review internal operational processes and identify areas in which improvements can be made. These improvements are designed to process donations more efficiently or distribute more containers of aid in order to help more people.

**Challenges:** awareness and visibility are a key challenge for any organization, particularly one relying heavily on donor generosity to support their endeavors. Matthew 25 relies primarily on donated public relations efforts and donated advertising space to generate awareness of Matthew 25’s activities. Education is an additional challenge. We find that many individuals/groups/organizations know about Matthew 25, but do not really understand the breadth and scope of our efforts. Contact identification and access are challenges when approaching corporations. Finding the correct individual to approach and then securing a conversation can take years of continuing effort without a referral from another corporation.

Space is always a challenge for Matthew 25: Ministries. Over a ten year period, Matthew 25 outgrew 9 warehouses and finally purchased the Center for Humanitarian Relief in 2004. That 168,000 SF space is now filled with donated products and Matthew 25 will be expanding their facility in 2018 to better serve the needs of the poorest of the poor and disaster victims.

Maintaining a reliable flow of volunteers is essential, since volunteers are Matthew 25’s primary resource for processing donations. Matthew 25 is currently booked out for several months with Saturday volunteer groups. Individuals and groups also work during the week, although typically Saturday is the busiest volunteer day. To help maintain organizational uniformity, Matthew 25 empowers long-time volunteers to provide consistent, reliable processing assistance and supervision for volunteers at the various work stations.

**Governance:** The CEO oversees daily operations and consults regularly with the President and Founder. The Matthew 25 Board of 13 Directors meets three times a year. A Finance Subcommittee reports to the Board of Directors at these meetings. The President and Founder is a part of the Board of Directors.

All Department Heads report directly to the CEO. The Controller is responsible for issues of fiscal

responsibility and carefully monitors all financial transactions. Matthew 25 submits yearly to an independent audit by a CPA firm specializing in non-profits. Matthew 25 makes best use of all donation dollars by using volunteers and flex workers whenever possible. More than 99% of all cash and in-kind donations are used for programs. All Board Members agree to be bound by a Code of Ethics and sign a Conflict of Interest form.

Matthew 25 hand touches and evaluates all donations that are not in original packaging, whether private or corporate. Donations are evaluated for both condition and appropriateness, sorted into categories and packaged onto pallets for shipping. Matthew 25 has a policy of strict compliance with all federal, state and local laws governing not-for-profit organizations. All restrictions placed upon donations are strictly enforced. For financial donations, this means using funds only as they were intended to be used. For in-kind donations, this means honoring donor requests for the use of their donated products. Matthew 25 properly categorizes all revenue and expenses in order to provide the information needed to assess our compliance with fundraising and lobbying activities.

Matthew 25: Ministries accesses industry data from The Foundation Center, The Chronicle of Philanthropy, Guidestar, Giving USA, OANO and the National Center for Charitable Statistics among others. Statistics are published regularly and are readily available to member organizations.

Matthew 25 meets the standards of the Better Business Bureau, the Combined Federal Campaign and the Independent Charities of America. Matthew 25's yearly financial audit results annually in an unqualified 'Clean' rating from an independent Accounting firm. Hands on involvement by the CEO as well as Department Heads and Board Members ensure day to day compliance with high ethical standards.

**Action Plan:** Matthew 25: Ministries is continually developing additional partnerships within the Greater Cincinnati community as well as expanding international partnerships and distribution into additional developing countries. Matthew 25 is also constantly refining and expanding our Disaster Preparedness capabilities in anticipation of our growing role in national and worldwide disaster relief. Matthew 25 is methodically building an operational structure that will ensure a self-sustaining, continuing organization beyond the administration of the Founder and for many years to come.

Matthew 25: Ministries measures its success by the trust placed in us by both our corporate and individual donors and the confidence of our distribution partners. Corporate donors confidently entrust us with millions of pounds of donated products each year, secure in the fact that Matthew 25 will accurately report quantities and dollar values, process products in accordance with each donor's procedures and distribute the products using guidelines indicated by the individual corporation. Individuals, groups and organizations also confidently entrust their dollars and products to Matthew 25, secure that Matthew 25 will prudently dispense their donations in accordance with their designated wishes. Organizational performance results are presented yearly to the Board of Directors for analysis, discussion and future planning.

# SECTION THREE

## MARKET ANALYSIS

According to the National Center for Charitable Statistics, there were 1,061,916 public charities in the US in 2014. There were 7,700 in Greater Cincinnati in 2011 (574 traditional human services organizations). Within this culture, Matthew 25: Ministries competes within a fairly small universe of similar organizations for an even smaller piece of the non-profit “pie”: International Red Cross, CARE, AmeriCares, MercyCorps, Global Impact, World Relief Fund, WorldVision, UNICEF and CareUSA are among the other organizations that provide similar services across the US and worldwide. Within the Greater Cincinnati area, and increasingly throughout the US, Matthew 25 is distinguished by its excellence of reputation and evaluative rankings, the size of its operation as well as its diversity of programming.

Although many other organizations provide humanitarian relief of one kind or another to impoverished areas domestically and throughout the world, a relatively small number can document the acquisition, processing and shipment of over 15,000,000 pounds of products in a single year. Additionally, most organizations focus on a single line of business – medical supplies, educational materials, food etc. Matthew 25’s corporate donors span a variety of industrial classifications and provide virtually every conceivable kind of product category.

Often, organizations work exclusively within a specific geography or work with a specific religious denomination or culture. Matthew 25 works with the poorest of the poor regardless of race, creed or political persuasion and Matthew 25 works with the poorest of the poor wherever there is need and whenever we can establish a responsible partner organization. Matthew 25 has partners in Greater Cincinnati, throughout the US and around the world.

Matthew 25 works tirelessly and creatively to provide life-saving, life-sustaining and life-enriching aid to those in need. Also unique to a majority of organizations, Matthew 25 has developed a number of internal manufacturing and packaging programs to better meet the needs of distribution partners.

More and more, organizations of size do not accept product donations from individuals or small groups, nor do they invite day-to-day volunteer participation in the humanitarian process. Matthew 25 processes the majority of its donations with the help of volunteers and gratefully accepts individual in-kind as well as cash donations. Our philosophy is one of engagement – providing opportunities for people of all ages, financial resources and levels of physical capability to become a part of the humanitarian process. Within the Cincinnati non-profit culture, Matthew 25 is unique.

According to Giving USA’s 2014 report, charitable contributions by individuals, foundations, bequests, and corporations reached \$358.38 billion, an increase of 7.1% from the revised 2013 estimates and after adjusting for inflation. Of these charitable contributions, religious organizations received the largest share, with 32% of total estimated contributions; educational institutions received the second largest percentage, with 15% of total estimated contributions; human service organizations accounted for 12% of total estimated contributions in 2014. Factors that contribute to Matthew 25’s success include:

Accountability – Matthew 25 tracks every donation and posts total containers, pallets and pounds shipped yearly and cumulatively on our website and in our Processing Center. This helps generate a

sense of ownership and achievement for our volunteers who work in the Center and our constituents who use our website as a method of staying in touch.

**Accomplishment** – Matthew 25’s facility, the Center for Humanitarian Relief, provides a link directly to the end recipient, a positive and tangible reinforcement of actions being taken. Trucks drop off and pick up products on a daily basis (Matthew 25 ships two to four forty-foot containers a business day) and staff and volunteers process these donations six days a week.

**Ability** – Matthew 25’s level of organization and skill promotes an ability to respond immediately, efficiently and effectively to all situations, both disaster and long-term; local, national and international. As Matthew 25 has grown, the organization has expanded and adapted to meet the needs of a changing world and the expectations of our stakeholders.

**Accessibility** – Matthew 25 provides opportunities for any and everyone to become involved in the process of humanitarian work. For those who prefer working with their hands and contributing physical effort, volunteer shifts are available six days a week at our 132,000 square foot facility. For those who have time, health or travel constraints, Matthew 25 accepts cash donations. For those who prefer a tangible offering, Matthew 25 accepts product donations.

**Awareness** – Matthew 25’s public awareness has grown considerably in the last several years. Expanding use of electronic and social media as well as the publication of high rankings from top charity evaluators and Matthew 25’s consistently quick and comprehensive response to disasters domestically and internationally have all boosted Matthew 25’s visibility. Matthew 25: Ministries is considered a “go to” source for disaster relief news and information.

**Acknowledgement** – Matthew 25 acknowledges every donation of record, whether in-kind or cash. Matthew 25 also thanks every volunteer or volunteer group for donating their time. Matthew 25 provides Certificates of Merit, badges and seals to businesses, groups and organizations who make contributions as well as offering members of our Speakers Bureau to provide update presentations.

**Asking** – When critical needs present themselves, Matthew 25 uses direct mail, e-mail, media, social media and PR resources to ask for help. Often times, people want to help but have no sense of direction. Matthew 25 provides a conduit for this energy that generates life-affirming results. Additionally, many of M25M’s donors indicate that they are reassured both by the fact that Matthew 25 is a faith-based organization and that our application of faith principles is ecumenical, reaching out to people of all faiths and echoing principles of humanitarianism that are shared by all faiths.