

COUNSEL & CAPITAL

Building bridges between Christian donors and ministries

Around the world, thousands of Christian ministries are doing the important and impactful work commanded by Scripture. These ministries want **to do** more, but they need money.

Around the world, thousands of overlooked donors have money to give these ministries, but worry it won't be spent wisely and effectively. These donors want **to give** more, but they need confidence.

Ministries and donors are divided. They are separated by a gulf – there is need on one side, and money on the other.

Counsel & Capital exists to bridge this gulf. By bringing together ministries and donors in an environment of trust and transparency, Counsel & Capital helps money move from where it exists to where it is needed. And along the way, ministries become more focused and effective while donors become more confident and fulfilled.

For decades, Counsel & Capital has been changing the way ministries and donors talk to each other, and the results have been compelling. We combine business expertise with biblical principles, **and everything we do is provided free of charge.**

We invite you to read on to learn why we do what we've done for so long, as well as our vision for the future. And we hope you join us in this exciting opportunity to facilitate growth for Christ's Kingdom in the 21st century.

With gratitude,



Randy Samelson, Founder



OUR EDGE

A common question of any enterprise is, “What’s your edge?”

Our answer is simple.

- 1 Our counsel and capital is **free**.
- 2 Our counsel relies on biblical principles and business expertise.
- 3 Our model works.

“ Without your leadership... I would have never have gained the confidence to provide \$4,000,000... ”

— An Anonymous Donor

THE GULF

Frequently, people involved in ministries speak a different language than some high-capacity donors.

Ministries are often led by big-hearted, “right-brained” people – those who are creative, intuitive, and process primarily via feeling. They might speak passionately about their vision using stories, pictures and crisis appeals, and may focus mainly on an opportunity while stressing their ministry’s strengths.

But some donors speak the “left-brain” language – they are logical, strategic, and process primarily via thought. They prefer numbers and facts and want to see credible, sequential plans and measurable results. They yearn for specific information about the ministry – the inevitable weaknesses and anticipated problems – not just the organization’s strengths and successes. This breeds the confidence necessary for them to make a substantial gift.

These differences between right and left-brain methods of thinking, speaking, and sharing information can lead to an enormous, unnecessary gulf between ministries and some donors.

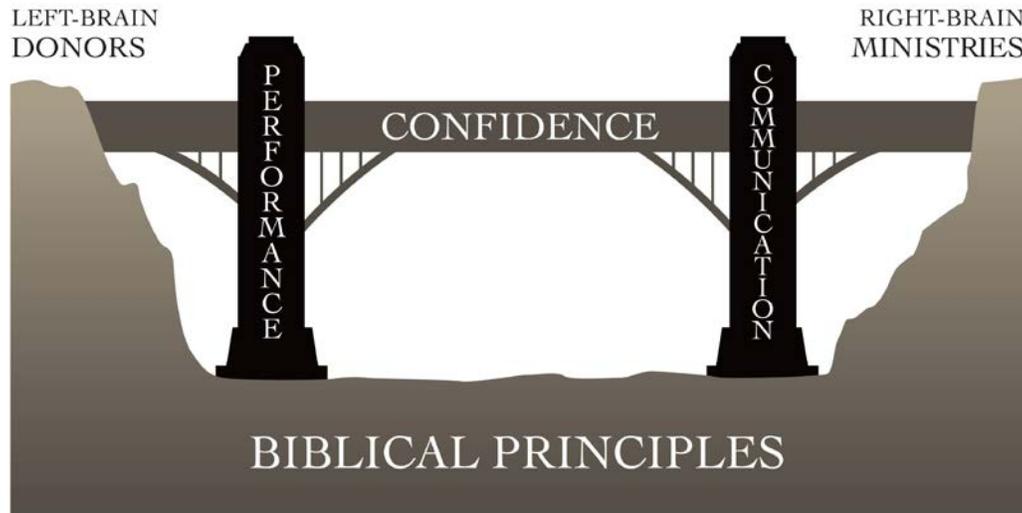


Counsel & Capital exists to bridge that gulf.



THE SOLUTION – BRIDGING THE GULF

Counsel & Capital bridges the gulf between left-brain donors and right-brain ministries.



The bridge of confidence we build rests on two pillars:

performance and communication.

We encourage ministries to incorporate vital biblical principles that will enhance the ministry's effectiveness while cultivating trust with the left-brain donor.

We believe some of these principles are contained in the six-step process outlined in the biblical account of King David building the Temple in I Chronicles 28 & 29. (In fact, we've found this formula to be so powerful, we offer the *Breakthrough Award* to incentivize ministries to follow that process.)

We encourage ministries to convey the relevant, thorough, and meaningful information that further inspires confidence in left-brain donors. We provide ministries with a variety of powerful communication tools that they can use to most effectively reach these donors.

Together, performance and communication can dramatically transform the relationship between left-brain donors and right-brain ministries.

OUR MODEL

The investment bank was arguably the most transformative economic force in American history. It is the model for Counsel & Capital.

Our dream is to establish a nonprofit “investment bank” which builds bridges between left-brain donors and right-brain ministries.

Founded shortly after the Civil War, the investment bank supplied a desperately needed catalyst for growth to an ailing America. It functioned as an invaluable intermediary between investors and businesses, providing counsel and capital to both.

Like an investment bank, Counsel & Capital advises and prepares ministries to successfully access capital sources. We create confidence with donors by helping to identify their funding priorities and financial goals. Between the two groups, we assure transparent, thorough, and organized communication. Throughout this process, just like an investment bank, we facilitate the movement of capital from the donors who have it to the ministries and opportunities that need it.

“ I often have your recommendations resounding in my ears as I examine drafts of our major donor proposals, reporting documents and our annual reports. ”

— Chris Horst, Hope International

“ We received a gift of \$1,000,000 from a man to whom I sent the prospectus... To say he was very impressed would be an understatement. ”

— Rob Iverson, Chairman, Masters Academy International



OUR SERVICES

Counsel & Capital provides five services that share the same goal: to build bridges of confidence between left-brain donors and right-brain ministries.

1. Ministry Key Opportunity Assessments

- First, we help ministries uncover the single opportunity or obstacle that, if captured or removed, would most dramatically accelerate progress.
- Then, we help ministries develop a strategy to capture those opportunities or remove those obstacles.
- Sometimes, we invest money directly with the ministry to implement that strategy.

2. Ministry Communication Tools

- For small projects, we help ministries create a **Proposal**, a succinct and fact-based synopsis that provides the kind of information left-brain donors seek.
- For large projects, we help ministries create a **Prospectus**, a transparent discussion of critical issues and risks that looks and reads like a business funding document with which many left-brain donors are familiar.

3. Ministry Awards

- Annual Report Awards
 - We offer three annual cash awards to Christian ministries as an incentive to develop transparent, relevant, and meaningful communication, based on our **Elements of an Effective Annual Report**.
- Breakthrough Award
 - We offer an annual cash award to a Christian ministry as an incentive to follow the biblical plan for turning dreams into reality, based on the process outlined in our **book**, *Breakthrough – Unleashing the Power of a Proven Plan*.

OUR SERVICES

3. Ministry Awards (continued)

- Principled Governance Award
 - We offer an annual cash award to a Christian ministry as an incentive for the ministry’s board to govern using biblical principles, based on the principles outlined in our treatise, *Principled Governance*.

4. Donor Joint Ventures

- We introduce donors to ministries and opportunities that are aligned with their passions and priorities.
- Sometimes, we invest our money alongside these donors.

5. Focus List

- Every year, Counsel & Capital generates a “Focus List” comprised of ten ministries and ten donors to whom we provide extra attention and special opportunities. If you are interested, please **contact us**.

Everything we do is designed to help connect left-brain donors and right-brain ministries with a bridge of confidence that makes donors more fulfilled, ministries more effective, and moves money from where it is to where it’s needed.

“ The prospectus process has helped bring clarity of vision and focus and...
the largest single gift SEND has received in over 10 years. ”

— Terry Harder, Director of Development, SEND International



BENEFITS

Counsel & Capital's efforts result in measurable benefits to both ministries and donors by:

- Increasing ministry focus and effectiveness.
- Increasing donor confidence and fulfillment.
- Connecting ministries and left-brain donors by creating a common language via a **Proposal or Prospectus**.
- Understanding and implementing the biblical principles for board governance.
- Capturing inspiring Kingdom opportunities.

“ With the presence of a Counsel & Capital team member... IBS is better positioned to launch the largest ministry initiative in our 200-year history. ”

— Dr. Victor Oliver, Former Chairman, International Bible Society

“ I am grateful for your support...with this annual report. Your wisdom, push, outside-the box thinking are all valued. ”

— Doug Lockhart, Biblica

“ Working with Counsel & Capital changed everything. ”

— David Spickard, President, Jobs for Life

LEADERSHIP

Current and Founding Board Members

Randy Samelson	Private investor, President and Founder of Counsel & Capital
Mark D. Taylor	President of Tyndale House Publishers, Inc. and Tyndale House Foundation, Former Chairman of Counsel & Capital
Bret Dalton	Founding principal with Dalton Group, LLC, an executive search firm
Jack Modesett, Jr.	Businessman, former Chairman of the Board of Christianity Today
The late Fred Smith Sr.	Former Author/Speaker/Retired business executive; former director of Christianity Today, Youth for Christ and the Billy Graham Evangelistic Association

Special Advisors

CE Crouse	Co-founder and former partner of Capin-Crouse; former Chairman of the Board of Asbury College
Dave Forbes	A CFA, a CFP, and the owner of Petra Financial Advisors, a wealth management firm
Len Crowley	Pastor and Founder of <i>Forgiven Communities</i>
Dee Ring Martz	Licensed Professional Counselor







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