



Client Assessment

Integra is dedicated to assessing its effectiveness in building businesses which impact society, change communities, and touch lives with the Gospel. This summary report details our efforts to establish a new approach to assessment which takes clear and measurable objectives, and evaluates our performance against those objectives. We are seeking to assess all the components of our mission and not just the numbers oriented components.

Vision: The VISION of Integra Ventures is to grow a movement of Christian business owners who seek to fulfill God's call on their lives to bring transformation to the marketplace of Central & Eastern Europe that impacts society, changes communities and touches individuals with the Gospel.

Mission: The MISSION of Integra Ventures is to transform the marketplace of Central & Eastern Europe through small and medium enterprise development by developing spiritually mature Christian business owners, bringing "salt and light" to their communities, supporting ministry as stewards of the resources God entrusts to them, growing profitable businesses, and providing opportunities for North American and national business people to serve.

Results: Integra has now completed one year of client assessment. The goals below outline the measuring stick we have applied to our current clients who could be adequately evaluated. This information will be updated on an annual basis.

Client Development Goals:

1. Develop spiritually mature Christian business owners

Core Characteristics:

- a) Practices spiritual disciplines

Evaluative Elements:

- i. Active prayer life
- ii. Daily scripture study/devotions
- iii. Share their faith verbally

- b) Integrates biblical principles in work life

Evaluative Elements:

- i. Prays about business decisions
- ii. Treats employees fairly and with dignity
- iii. Honest in all dealings

- c) Exhibits godly family life

Evaluative Elements:

- i. Family members involved in the church/bible studies/Sunday School, etc.
- ii. Healthy marriage
- iii. Family is cared for financially

- d) Serves actively in local church

Evaluative Elements:

- i. Regular attendance
- ii. Serves in program(s)
- iii. Regular personal giving

2. Bring salt and light to the community

Core Characteristics:

- a) Enterprises exhibit a godly business environment

Evaluative Elements:

- i. Fair compensation is paid
- ii. Welcoming, friendly place where employees, customers, vendors, etc. are treated with dignity
- iii. Christ is proclaimed in word and deed

- b) Enterprises practice highly ethical business standards

Evaluative Elements:

- i. Provide value (quality service/goods at fair prices)
- ii. No discrimination in all practices
- iii. Stands against corruption

- c) Enterprises have outstanding reputations in the community

Evaluative Elements:

- i. Satisfied, repeat customers
- ii. Pay bills on time
- iii. Quality, personal service and goods

- d) Enterprises collaborate effectively with Christian ministries in the community.

- i. Owners and/or employees volunteer services
- ii. Owners intentionally build relationships with ministry leaders

3. Support Christian ministry

Core Characteristics:

- a) Enterprises financially support local church/Christian organizations in the community

Evaluative Elements:

- i. Contribute finances
- ii. Contribute goods

- b) Enterprises provide non-financial resources to support local church/Christian organizations

Evaluative Elements:

- i. Contribute services

- c) Enterprises serve the marginalized by providing employment, job training, etc.

Evaluative Elements:

- i. Marginalized individuals are employed
- ii. Marginalized individuals provided goods and/or services

4. Grow profitable businesses**Core Characteristics:**

- a) Net worth of enterprises is increasing annually

Evaluative Elements:

- i. Amount of Net Worth increase (\$ and %)

- b) Adequate ROI to investors produced annually

Evaluative Elements:

- i. Cumulative ROI
-
- ii. Annualized ROI

- c) Enterprises pay fair compensation/benefits to employees (ie. Not profitability at the cost of properly compensating employees)

Evaluative Elements:

- i. Yes/No

- d) Business expertise of business owners is strengthened annually (thus fostering longevity of leadership with expertise)

Evaluative Elements:

- i. Yes/No

5. Provide opportunities for North American and national business people to serve**Core Characteristics:**

- a) Training opportunities are provided

Evaluative Elements:

- i. # sessions
-
- ii. # trainers
-
- iii. # attendees

- b) One-on-one mentoring/coaching opportunities are provided

Evaluative Elements:

- i. # mentor/coaches
-
- ii. # participants mentored/coached

- c) Lending/Investing opportunities are provided

- i. # business lending/investing opportunities provided
-
- ii. # lenders/investors
-
- iii. \$ loaned/invested

- d) Internship opportunities are provided

- i. # intern opportunities provided
-
- ii. # interns

- e) Opportunities for exposure to service options are provided

- i. # opportunities (vision trips, etc.)
-
- ii. # participants

Please Note: "Enterprises" are defined for the purposes of this document as encompassing the owners/leaders of the business enterprises involved.

The chart on the following page summarizes statistically, our findings against each evaluative element. Note that by its very nature, Goal 5 is not included.

INTEGRA - SMEs - Base Line Assessment
[As of December 31, 2010]

CORE CHARACTERISTICS ASSESSMENT FROM 1 TO 5	Integra SMEs	Total Average
Develop spiritually mature Christian business owners		3.88
Practices spiritual disciplines		
Active prayer life	3.57	
Daily scripture study/devotions	3.00	
Share their faith verbally	3.14	
Integrates biblical principles in work life		
Prays about business decisions	3.43	
Treats employees fairly and with dignity	4.00	
Honest in all dealings	4.57	
Exhibits godly family life		
Family members involved in the church/bible studies/Sunday School,	4.14	
Healthy marriage	5.00	
Family is cared for financially	5.00	
Serves actively in local church		
Regular attendance	4.14	
Serves in program(s)	2.86	
Regular personal giving	3.71	
Bring salt and light to the community		3.93
<i>Enterprises exhibit a godly business environment</i>		
Fair compensation is paid	3.29	
Welcoming, friendly place where employees, customers, vendors, etc	5.00	
Christ is proclaimed in word and deed	3.86	
Enterprises practice highly ethical business standards		
Provide value (quality service/goods at fair prices)	4.29	
No discrimination in all practices	5.00	
Stands against corruption	4.43	
Enterprises have outstanding reputations in the community		
Satisfied, repeat customers	3.14	
Pay bills on time	4.57	
Quality, personal service and goods	4.43	
Enterprises collaborate effectively with Christian ministries in the community.		
Owners and/or employees volunteer services	3.57	
Owners intentionally build relationships with ministry leaders	2.71	
Involvement in ministry	2.86	
Support Christian ministry		2.32
Enterprises financially support local church/Christian organizations in the community		
Contribute finances/goods	1.43	
Enterprises provide non-financial resources to support local church/Christian organizations		
Contribute services	2.29	
Enterprises serve the marginalized by providing employment, job training, etc.		
Marginalized individuals are employed	2.43	
Marginalized individuals provided goods and/or services	3.14	
Grow profitable businesses		2.75
Net worth of enterprises is increasing annually	1.86	
Adequate ROI to investors produced annually	1.43	
Enterprises pay fair compensation/benefits to employees	3.86	
Business expertise of business owners is strengthened annually	3.86	