



Victory House Outreach

**A Discipleship Ministry for believers
looking to overcome addictive behavior
through a structured Christ centered
environment**

**“..but thanks
be to God,
who gives us
the victory
through our
Lord Jesus
Christ.”**

1 Cor. 15:57



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“..as you did to least..you did to Me” Matt 25:40

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“..as you did to least..you did to Me” Matt 25:40

Bob's Story



Bob's Story.....

"..as you did to least..you did to Me" Matt 25:40

- Bob had been an active Christian for many years but got off track in his walk with Christ.
- His passion for serving the Lord was replaced by stress from work and personal life. His battle with alcohol began to overwhelm him.
- After losing his job over his problems with alcohol, he decided to get treatment in a Christian based treatment center.
- After 30 days of spiritual renewal in the treatment center, he graduated to a halfway house to begin his new journey of sobriety.
- Like most, his halfway house had relaxed standards for sobriety.
- He diligently sought a job for several months only to be rejected because of his past.
- The overwhelming feeling that he was "damaged goods" was beginning to wear him down.
- He began to question "Where is God"?



Bob's Story (cont'd).....

"..as you did to least..you did to Me" Matt 25:40

- Feeling worn down, Bob decided to give in to an offer for a drink by his housemate.
- He needed the relief from the stress. Besides, after 4 months of sobriety he could handle drinking one night.
- A month later, Bob woke up with another intense hangover. He wondered how in the world he had slipped back into his old habit of drinking.
- He wanted to kick himself for allowing it to happen. But he was too hung over. It was easier to reach for the bottle of vodka.
- Bob realized it was "Game On" again.
- Unfortunately, this game doesn't have a winner.



The Battle for Sobriety

"..as you did to least..you did to Me" Matt 25:40

- Unfortunately, Bob's story, and similar like that, happen too frequently.
- It's a fact, 70 – 90+% of addicts/alcoholics will relapse within their first year, regardless of type of treatment (Christian vs. secular).
- There are many factors that contribute to relapse:
 - Change in attitude
 - Loss of structure
 - Poor recovery environment
 - Unusual stress or unexpected hardships
 - Loneliness
- Within the Christian community, relapse often occurs for several reasons that are manageable:
 - Lack of proper discipling
 - Lack of accountability
 - Difficulty transitioning back into society
 - Lack of structure



Imagine

"..as you did to least..you did to Me" Matt 25:40

Imagine if Bob had a place where he could

- Live temporarily at an affordable price in a structured environment
- Get a job to provide income and eventually assist in transitioning back into the work force.
- Get Christian based discipling throughout his entire stay
 - One-on-one mentoring
 - Bible Study
 - Celebrate Recovery/12 Step
 - Church attendance/participation
- Receive Life Skills training
 - Resume Prep/Interviewing skills
 - Budgeting/Financial Mgt
 - Relationship Appreciation
 - Sober living
- Be accountable for:
 - Work performance
 - Spiritual progress
 - Financial Management
 - Sobriety

Victory House is that place!



“..as you did to least..you did to Me” Matt 25:40

Victory House Mission and Vision



Mission and Vision

"..as you did to least..you did to Me" Matt 25:40

MISSION

The mission is to make Disciples of Christ by teaching, encouraging, training and modeling for individuals a victorious life in Christ.

VISION

Provide a secure, Christ centered state of the art residential environment and job assistance program to those that strongly desire to be Christ like in their character and maintain a victorious life in Christ.



Core Beliefs

“..as you did to least..you did to Me” Matt 25:40

“I have seen what they do, but I will heal them anyway! I will lead them and comfort those who mourn. Then words of praise will be on their lips. May they have peace, both near and far, for I will heal them all,” says the LORD. (Isaiah 57:18-19)

- God desires to heal us – “Those who are well have no need of a physician, but those who are sick. I came not to call the righteous, but sinners.” (Mark 2:17)
- The journey to healing begins with admitting our need to and for God – “God blesses those who realize their need for him...” (Mark 2:17)
- True healing is through Jesus Christ - “But thanks be to God, who gives us the victory through our Lord Jesus Christ.” (1 Cor 15:57)
- As believers, we must be dedicated in seeking the Lord – “But seek first the kingdom of God...” (Matt 6:33)



Background

“..as you did to least..you did to Me” Matt 25:40

- Alcohol and drug addiction is widespread in our society today.
- It is also very prevalent within the Christian community.
- For those seeking help to free themselves from addiction, there are various programs for assistance:
 - **AA / NA** - Alcoholics/Narcotics Anonymous is a network of recovering addicts that offers a 12 Step program designed to free the individual from their addiction. It is ongoing program and many commit to attending meetings for life. They acknowledge a “Higher Power” but do not prescribe to any particular religious belief.
 - **Celebrate Recovery** – A Christ-centered recovery program that has eight principles and 12 steps. Similar to AA/NA, meetings are held throughout the US and attendance is voluntary at your own choosing.
 - **Secular Treatment Centers** – These are usually a 30, 60, 90 day program that offers housing and counseling to address the addiction problem. The counseling and education is typically based in 12 Step program found in AA/NA.
 - **Christian Treatment Centers** – Similar to secular centers, they offer various programs to live on site for 30 days to 9 months. Most counseling is based on a Christ centered 12 Step program.
 - **Other** - there a variety of other treatment methods including individual counseling, outpatient programs, etc.



Background

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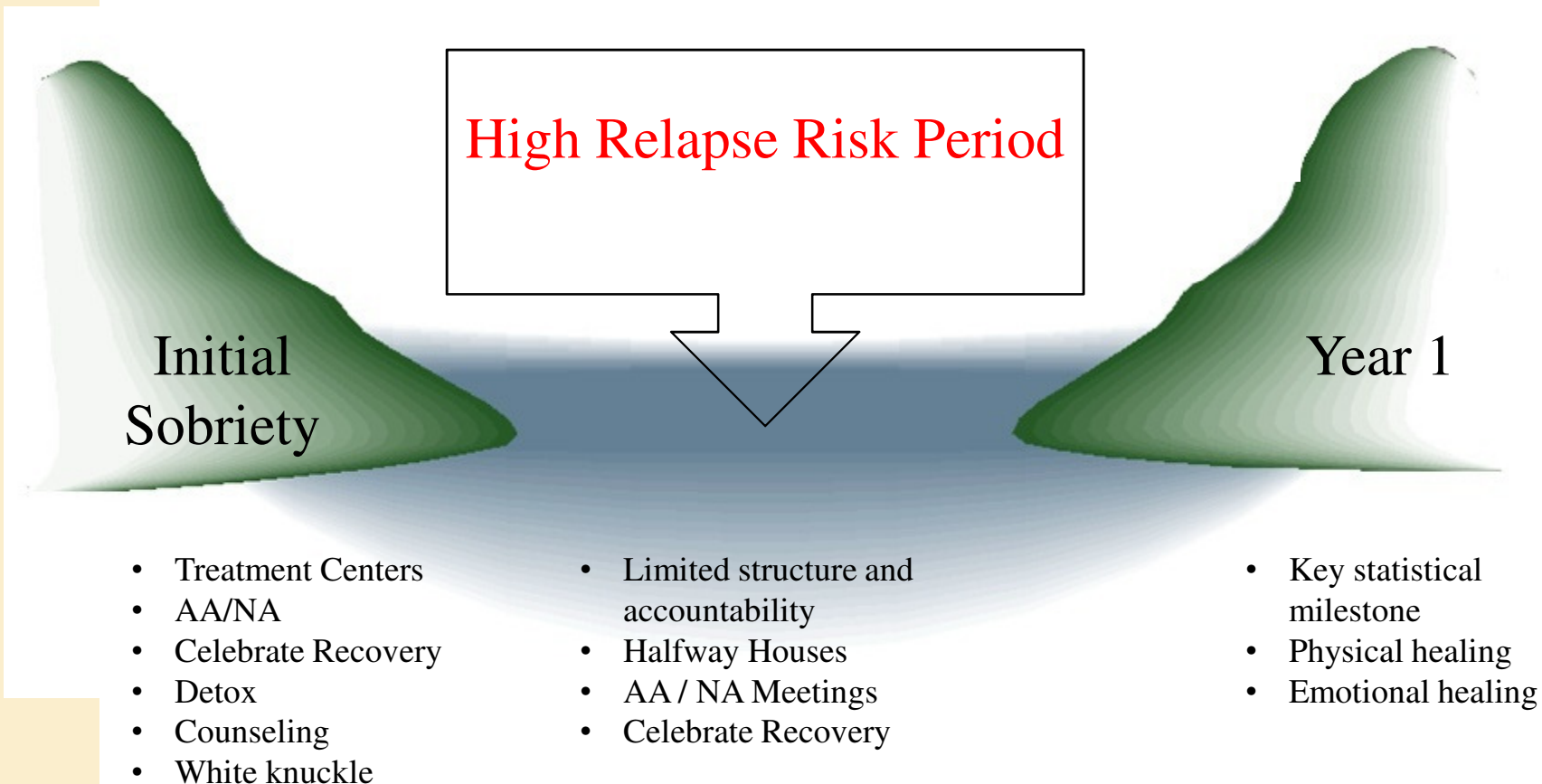
The first year of support is critical to the success of sustainable recovery.

- Treatment centers and other recovery programs are good at providing a **start** for recovery.
- Statistics show most relapses occur within **the first year**, regardless of method of initial sobriety.
- Without proper structure and accountability after initial treatment, the odds are against a sustainable recovery.
- This is true regardless of spiritual beliefs.
- However, the options are limited for post treatment recovery:
 - **Meetings** – AA/NA or Celebrate Recovery are the main choices.
 - **Halfway Houses** – most offer a sober living environment but lack accountability, often have no standards or any continuing care.

The Need

"..as you did to least..you did to Me" Matt 25:40

There is a need to bridge the gap between initial sobriety and the first year of recovery.





The Need

"..as you did to least..you did to Me" Matt 25:40

VICTORY HOUSE BRIDGES THE GAP BETWEEN INITIAL SOBRIETY AND YEAR 1!



- Treatment Centers
- AA/NA
- Celebrate Recovery
- Detox
- Counseling
- White knuckle

- Discipling/Mentoring
- Safe living environment
- Job and/or Job Assistance
- Church/Bible Study
- Accountability and Structure

- Key statistical milestone
- Physical healing
- Emotional healing



Victory House Program

"..as you did to least..you did to Me" Matt 25:40

The Victory House Program focuses comprehensively on believers that are in recovery.



Accountability and Responsibility Program



“..as you did to least..you did to Me” Matt 25:40

Candidate and Leadership Programs



Overview and Goals

"..as you did to least..you did to Me" Matt 25:40

- The residential discipleship program has multiple levels of progression based on the ability to complete responsibilities:
 - Level 1 – Receiving Stage
 - Level 2 – Application Stage
 - Level 3 – Equipping Stage
- Each level has individual goals that support the overall program goals and objectives:
 - Provide a spiritual foundation to help sustain sobriety
 - Model servant leadership
 - Learn to love Christ and others
 - Training residents to make wise choices to life's challenges
 - Leadership training
 - Incorporate resident into church body
- The program is designed to take a candidate from initial sobriety through their 1st year anniversary. Each candidate is expected:
 - To progress on schedule
 - Work within the program



Candidate Selection

"..as you did to least..you did to Me" Matt 25:40

Participation in the Victory House program is reserved for a select group that have previously demonstrated a commitment to living for Christ.

- Candidates must be nominated by an independent party (ie, treatment center, pastor, etc) to be considered for participation.
- Personal interviews and background checks will be conducted in advance of inviting a candidate into program:
 - Willingness to commit their life and will to Christ's care and control
 - Candidate will be expected to sign letter of commitment during program
- Candidates will be expected and supported to grow into leadership positions in the ministry
- Candidates will be evaluated by both ministry staff as well as peer reviews. Low tolerance for negative behavior or reviews.



Leadership Position

“..as you did to least..you did to Me” Matt 25:40

Candidates will be encouraged to progress into leadership positions within the ministry.

- Ministry will have several leadership positions in key areas:
 - Residential Facilities
 - Businesses
 - Discipleship Program
- All candidates will encouraged to progress into a leadership position in at least one of the areas.
- Select members will be invited to plant the Victory House Outreach ministry in other cities.
- Longer-term employment opportunities will be available to select individuals that demonstrate extraordinary leadership and growth.



“..as you did to least..you did to Me” Matt 25:40

Business Operations



Business Operations

"..as you did to least..you did to Me" Matt 25:40

- Long-term the ministry will be self-funded through the performance of our business operations.
- We will have a select few businesses that will allow us to offer the VHO candidates employment.
- Offering candidates a job is a critical component to the recovery process:
 - Builds self esteem
 - Allows them to gain a reference for future employment
 - Teaches strong work ethic and responsibility
 - Foster a structured lifestyle
 - Teach basic work skills
- Candidates will be offered employment for generally one year in the program
- Select candidates can progress into longer term leadership positions.



Business Operations

“..as you did to least..you did to Me” Matt 25:40

- The ministry will operate businesses that have the following characteristics:
 - Low cost of entry
 - High consumer demand
 - Labor intensive
 - Quick path to profitability
 - Easy employee assimilation/training
- Initially the ministry will have 2 businesses:
 - Distribution Businesses
 - Coffee roasting/packing
- The distribution businesses will allow the ministry to develop a common infrastructure to pick/pack/ship. Select examples:
 - Amazon Book Reseller
 - Abe’s Book Reseller
 - eBay – closeout items
 - Craigslist for misc donated items



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Ministry Overview



Background

“..as you did to least..you did to Me” Matt 25:40

- Founded 2008
- Stage = Planning; No operations to date
- Planned Operation Launch = December 2010
- Legal entity status = Florida 501(3)c Non-profit
- Location = HQ and first residential facility – Boca Raton, FL
- Employees = Presently - 0 ; end of Year 1 = 20 - 30
- Stand alone entity without any legal affiliation with any other ministry or corporation.
- Spiritual Authority = Victory Christian Center



FUNDING

“..as you did to least..you did to Me” Matt 25:40

The long-term goal is to have the ministry to be self-funding through operating several businesses that can utilize the talents and gifts of the residents of the Victory House residential facility.

- The ministry expects to be self-funding within 8 – 12 months after launch of their business units (projected launch = 1 Q 2011).
- The start-up funding and the funding to support initial operations will be through:
 - Donations/Sponsorships
 - Grants
 - Charitable foundations
 - Rent from residents
 - In-kind Donations



"..as you did to least..you did to Me" Matt 25:40

Accomplishments To Date



Accomplishments To Date

“..as you did to least..you did to Me” Matt 25:40

Victory House leadership team has several accomplishments to date

- Identified the initial launch team to begin planning the ministry and developing our guiding principles.
- Prayerfully developed the Vision and Mission of the ministry.
- Developed initial strategy and plans for multi-phase launch for the businesses and residential ministry.
- Held first annual Victory House golf tournament to raise money to establish the ministry.
- Hosted benefit concert featuring Doug Hallock.
- Moved into first corporate location.



“..as you did to least..you did to Me” Matt 25:40

Governance



Governance

“..as you did to least..you did to Me” Matt 25:40

Victory House takes their responsibility to be good stewards of God’s calling and resources very seriously. To ensure proper accountability, they have several key pillars of accountability.

- Board of Directors – A 7 member board of Ministerial Leaders to guide the organization and doctrine
- Victory Christian Center – Spiritual authority.
- Guiding Principles – a set of guiding principles that set’s standards for management control, candidate eligibility and financial stewardship.



Board of Directors

"..as you did to least..you did to Me" Matt 25:40

The Board of Directors is a 7 member board of Ministerial Leaders that will guide the overall direction of the organization .

- Elect officers, set management plans and compensation
- Ensure financial stewardship
- Ensure adherence to Core Beliefs
- Meet quarterly; elected annually
- Approve major capital expenditures



“..as you did to least..you did to Me” Matt 25:40

Board of Directors



Board of Directors

"..as you did to least..you did to Me" Matt 25:40

| Member | Profile |
|---------------|---|
| Craig Lechman | <ul style="list-style-type: none"> • Founding Member; Secty/Treas VHO • Lead facilitator for Celebrate Recovery • Working in recovery over 7 years • Active member at Victory Christian Center • Working toward CAP certification • Acting Managing Director of VHO |
| Tim Cullison | <ul style="list-style-type: none"> • Founding Member; President of VHO • Deacon – Victory Christian Center • Liaison with the Victory Christian Center • Lead facilitator of Celebrate Recovery • Leadership Position at VHO |
| Peggy Senn | <ul style="list-style-type: none"> • Founding Member; VP of VHO • School counselor, Broward County • Lead facilitator in Celebrate Recovery • Lead woman's Chemical Dependency Group • NAFC certification for substance abuse |



Board of Directors

"..as you did to least..you did to Me" Matt 25:40

| Member | Profile |
|---------------|--|
| Dave Benedict | <ul style="list-style-type: none">• Assoc Pastor – Victory Christian Ctr• Leads counseling at VCC |
| Craig Valvo | <ul style="list-style-type: none">• Administrator - Victory Christian Ctr• Owner - Restaurant |
| Ira Martin | <ul style="list-style-type: none">• Executive and Entrepreneur• Owner – Martin Touch Consulting |
| TBD | <ul style="list-style-type: none">• TBD• TBD |



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Operational Launch Strategy



Four Phase Launch

“..as you did to least..you did to Me” Matt 25:40

- The ministry has a 4 phase launch strategy:
 - P-1 – Distribution Businesses
 - P-2 – Residential Facility/Discipleship Program
 - P-3 – Coffee Brand
 - P-4 – Coffee Manufacturing
- This multiphase approach allows the ministry to control the growth while achieving self-funding status at the earliest possible time
- The first phase begins December 2010



Four Phase Launch

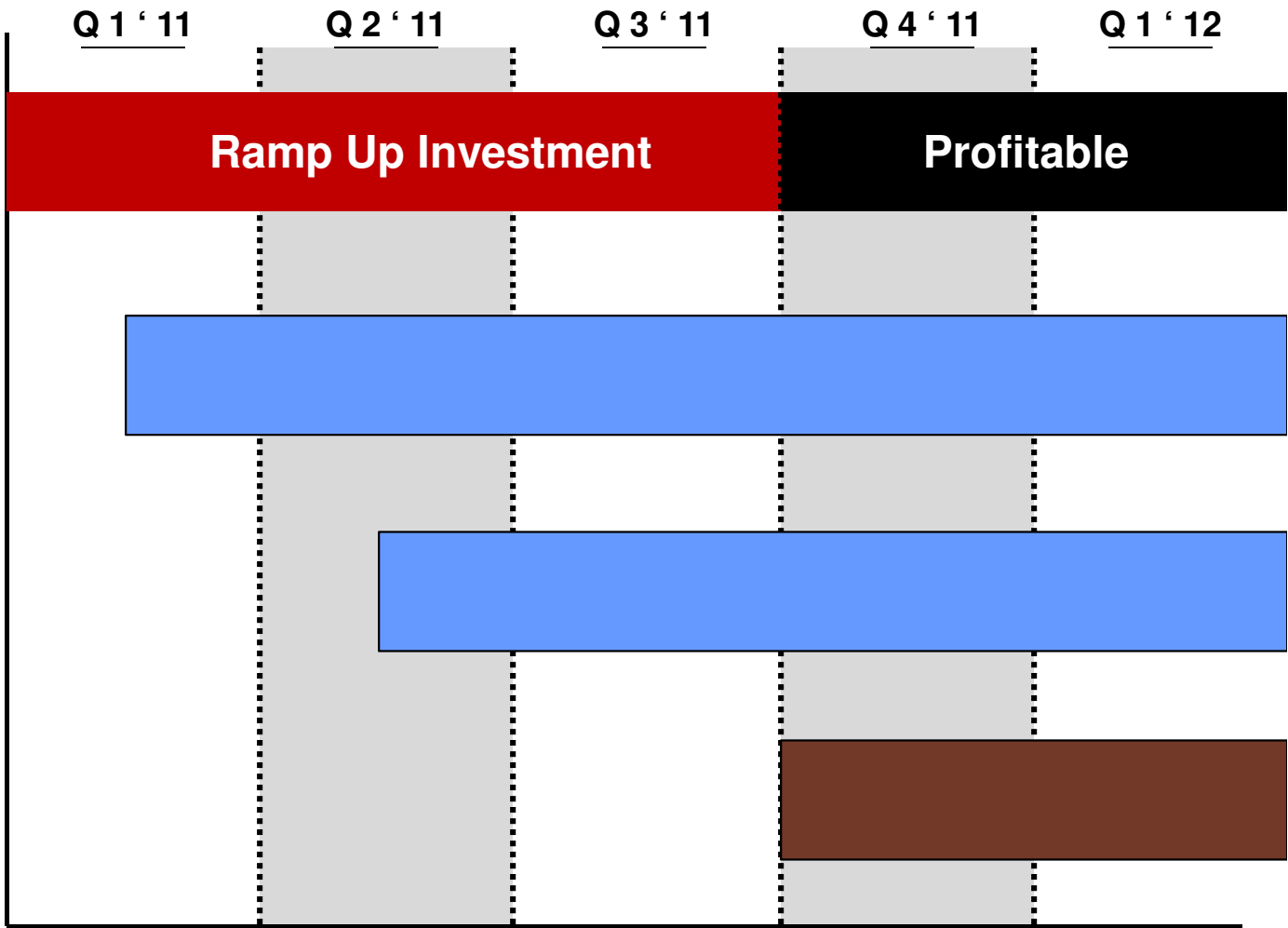
"..as you did to least..you did to Me" Matt 25:40

P-1: Distribution Business

P-2: Residential/
Disciple Pgm

P-3: Coffee Branding

P-4: Coffee Manufacture





P-1 – Distribution Business Strategy

“..as you did to least..you did to Me” Matt 25:40

- The distribution business will support a variety of channels that allow us to resell donated products:
 - Amazon – books and misc items
 - Abe’s – books
 - eBay – donated items, closeout, big lot
 - Craigslist – misc donated items
- This allows us to develop a pick/pack/ship infrastructure and get profitable as quickly as possible.
- Provides leverage for the coffee business:
 - Customer list to market
 - Distribution infrastructure for order shipment



P-1 – Distribution Businesses

“..as you did to least..you did to Me” Matt 25:40

The first phase will be critical to achieving a self-sustaining profitable level for the ministry. As we ramp up the business, we will be concentrating in three key areas

| Area | <i>Internal Management and Corp Policy</i> | <i>Business Strategy and Process</i> | <i>Technology Design</i> |
|------------|---|--|---|
| Activities | <ul style="list-style-type: none"> • Develop organization structure • Develop HR policy / procedures • Identify /hire key personnel • Identify short-term/long-term space requirements • Identify/Implement key financial / mgt controls | <ul style="list-style-type: none"> • Develop strategy per reseller channel (Amazon, Abe’s, eBay, Craigslist) • Identify sources for donations • Define Pick/Pack/Ship process • Define key processes (inbound receiving, customer service, returns, etc) | <ul style="list-style-type: none"> • Design short-term technology plan (utilize Amazon platform, etc) • Identify intermediate business applications • Define communications infrastructure • Develop longer-term technology infrastructure plan |



P-2 – Residential/Discipleship Pgm

“..as you did to least..you did to Me” Matt 25:40

The second phase will develop the core of the ministry – securing the first residential facility and develop and implement the discipleship program

| Area | <i>Secure Initial Residential Facility</i> | <i>Develop Discipleship Program</i> | <i>Implement Discipleship Program</i> |
|------------|---|--|---|
| Activities | <ul style="list-style-type: none"> • Identify potential locations/properties • Negotiate purchase/secure funding • Identify renovations and secure permits as necessary • Implement renovations and install security • Conduct move-in | <ul style="list-style-type: none"> • ID/develop key programs: <ul style="list-style-type: none"> • Spiritual growth • Financial growth • Relationship Mgt • Sobriety Mgt • Develop candidate progression program • Develop leadership program • Develop policies & procedures | <ul style="list-style-type: none"> • Develop / implement candidate on-boarding process • Identify / hire key ministry personnel • Identify / qualify candidates • Select candidates/ conduct orientation session • Rollout program |



P-3 & 4 – Establish Coffee Business

“..as you did to least..you did to Me” Matt 25:40

- The 3rd and 4th Phases will focus on establishing the longer-term coffee business.
- Phase 3 will establish the coffee brand with the following objectives:
 - Develop the coffee brand
 - Develop the products/determine sourcing strategy
 - Design/Implement customer acquisition strategy
 - Acquire core base of customers
- Phase 4 will begin manufacturing operations for the coffee business
 - Bring roasting/packaging in-house
 - Hire Master Roaster



Capital Needs

"..as you did to least..you did to Me" Matt 25:40

The cost is broken out by Phase. Total to get the first four phases started is \$2.0 M.

| Description | Working Cap | Capital | | Begin | Comments |
|-----------------------------|---------------------|----------------------|---------------------|--------|--|
| | | Property & Equipment | Total | | |
| P-1 Distribution Business | \$ 375,000 | \$ 100,000 | \$ 475,000 | Dec-10 | Profitable after 9 months operation. |
| P-2 Residential | \$ 250,000 | \$ 500,000 | \$ 750,000 | Feb-11 | Possibility to get property donated |
| P-3 Coffee Brand / Cust Acq | \$ 300,000 | \$ 100,000 | \$ 400,000 | Jun-11 | Majority investment is for customer acquisition |
| P-4 Coffee Manufacturing | \$ 150,000 | \$ 225,000 | \$ 375,000 | Oct-11 | Hire Master Roaster and invest in roasting/packing equipment |
| TOTAL | \$ 1,075,000 | \$ 925,000 | \$ 2,000,000 | | |



Ministry Next Steps

“..as you did to least..you did to Me” Matt 25:40

- Secure start-up capital / In-kind donations
 - Need \$250K to begin.
 - Actively looking for 3 or 4 Charter Donors to enable the start of the ministry.
- Begin Phase 1:
 - Form relationship with Amazon/ other channels.
 - Identify sources for book donations (churches, libraries).
- Begin build out of current warehouse.
- Hire key ministry personnel.
- Begin search for residential facility.
- Begin developing the discipleship program.



“..as you did to least..you did to Me” Matt 25:40

END