



THE NEED

Why Next Generation Institute exists

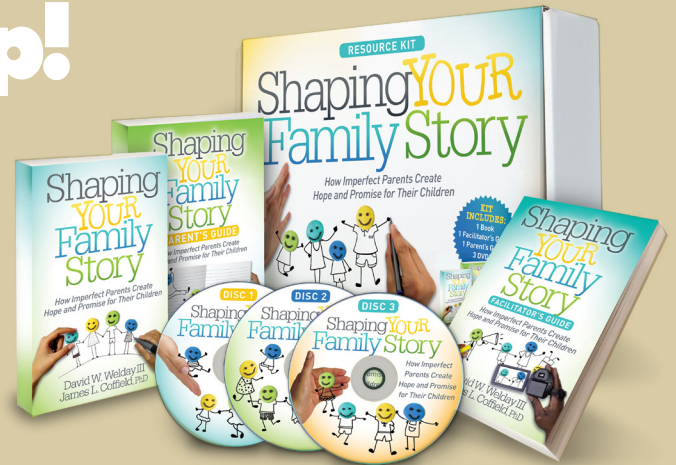
Parents need help!

Parents, pastors and social leaders are all too aware that we can do more to help prepare the next generation to live with confidence, courage, significance, purpose and joy.

Parents want help, yet most feel intimidated and avoid parenting resources fearing they will only be given more to do and made to feel more guilty about what they are not doing.

By providing a culturally relevant, biblically sound resource, Next Generation Institute is prepared to reach parents at their point of interest and time of need.

Our *Shaping Your Family Story* book and small group resource offers a solution!



The world is waiting for a generation to wake up, step up and bring the light of hope and promise into dark places!

THE VISION

How Next Generation Institute can help

Our vision is to see a next generation of young people discover God's purpose for their lives, know His presence in their lives and experience His power flowing through their lives.

Next Generation Institute has a clear, five-point mission on how to accomplish this bold vision.

- 1 Give parents understanding, motivation and tools to train their children in the way God has called them to go.
- 2 Use contemporary and culturally relevant, non-religious styles of communication in creative and innovative ways to capture the attention of parents.
- 3 Provide local churches, individuals and institutions a way to connect with the community and post-modern culture around them, *reaching outside the walls of the church environment when possible.*
- 4 Foster relationships where parents learn from other parents. Successful parenting skills happen most effectively in relationships with other parents.
- 5 Create and distribute resources on a profitable basis so that, along with financial support from donors and sponsors, the ministry can be self-sustaining and have the financial means to invest in aggressive growth and expansion of ministry objectives.

THE STRATEGY

What is the plan to reach & impact parents?

Next Generation Institute will take a 3-phase approach:

- 1 Phase one: Resources** —The heart of our initial strategy is to produce a book and 6-session small group program that can be hosted by individuals, civic groups and churches around the country. Through the small group program truth is presented, experiences are shared and relationships are formed. This leads to lasting changes in parenting attitudes, practices and habits. This program is called *Shaping Your Family Story - How imperfect parents create hope and promise for their children*.
- 2 Phase two: Events** — Following the release of the book and small group curriculum, NGI will develop local, regional and national one-day “Shaping Your Family Story” seminars conducted in cities around the country. These will be significant events, well marketed and hosted in a civic auditorium, hotel, convention center or arena with broad community promotion and appeal. Prior to
- 3 Phase three:** We live in a multi-media culture. To have cultural impact and effect change, we need to leverage the power of the media in multiple ways. Building upon phase two, phase three involves producing television and radio programming connected with the theme of the “Shaping Your Family Story” conference and small group resource. In addition, a robust online presence that offers parenting insights, support and links to counselors (Parent Coaches) and service providers is a key component of our strategy.

any city-wide seminar, local church leaders would be recruited and enlisted to host the critical follow-up small group training as well as encourage local church members to invite friends to the event.

THE INVESTMENT

What it will cost to accomplish our goals?

Here is a summary of the first 18 months of anticipated expenses for phase one.

\$47,500 - Development

\$70,000 - Marketing

\$32,500 - Program Costs/Manufacturing books and curriculum

\$150,000 Total

Please prayerfully consider making a tax-deductible donation made out to:
Next Generation Institute, 2342 Westminster Terrace, Oviedo, FL 32765

For more information, contact David Welday

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☎ (407) 761-2887 cell or (407) 563-4806 office

NGI deducts no fees for overhead expenses so 100% of your tax deductible gifts goes towards putting parenting help into the hands of the moms and dads who need and want it most.



next generation
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