



2016 Statement of ROI

THE RETURN ON INVESTMENT CREATED BY **ONLINE GOSPEL PRESENTATIONS**,
A PROGRAM OF **GLOBAL MEDIA OUTREACH**,
FOR THE FISCAL YEAR ENDING AUGUST 31, 2016

Prepared by:

CALVIN EDWARDS
& COMPANY

Maximizing the Good of Giving



for:

ROI Ministry

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in collaboration with:

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NOTICE

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Introduction

ROI Ministry (ROIM) seeks to guide funds towards highly-effective ministries that are reaching the world's poorest people with the good news of the gospel—through evangelism, discipleship, or mercy ministry. It points donors to ministries that have a high kingdom “return on investment” (ROI) when outcomes are assessed in light of funds contributed by donors.

Most ministries have multiple programs to carry out their mission. So ROIM considers the ROI on one particular program.

Each year, since 2010, ROIM has identified its “Top 10” ministries that operate programs that reap significant outcomes with the finances entrusted to them. For 2016, the list includes **Global Media Outreach** and its program, **Online Gospel Presentations**.

In addition to considering kingdom “return,” ROIM has adopted standards that “Top 10” ministries should meet. These are presented in Appendix A. How Global Media Outreach and its program align with these standards is indicated on the following pages with color-coded symbols.

Calvin Edwards & Company (CEC), a philanthropic advisory firm in Atlanta, GA, has extensive experience calculating ROI, and performing similar analyses, for many organizations worldwide. ROIM engaged CEC to conduct a professional, third-party review and ROI calculation of each “Top 10” ministry program. CEC was not engaged to identify the ministry programs or verify that their ROI exceeds others.

Global Media Outreach completed the application process for its program, Share, Disciple, Connect, and it was selected by ROIM from a pool of applicants. This *2016 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2016 to reach the lost with the gospel.

Global Media Outreach

LEGAL NAME

Global Media Outreach (GMO)

ADDRESS

7160 Dallas Parkway
Suite 200
Plano, TX 75024

TELEPHONE

972.975.9444

WEBSITE

www.globalmediaoutreach.com

SENIOR EXECUTIVE

Michelle Diedrich, executive director

EMAIL

contact@gmomail.org

MISSION

"Present the good news of Jesus Christ online 24/7 and help believers grow in their faith using cutting edge technology, and connect them to Christian communities."

GEOGRAPHIC FOCUS

Worldwide

STRATEGY

To present the good news of Jesus Christ online and help believers grow in their faith, GMO presents the gospel—on websites and apps in multiple languages—to millions of people looking for answers about God. It provides personal response and discipleship through online missionaries to new and recommitting believers, and connects them to local Christian communities.

FOUNDED

2004

LEGAL RELATIONSHIP TO OTHER ENTITIES

None

501 (C) (3)

June 2007

DONATION DEDUCTIBILITY

Yes, U.S.

STATEMENT OF FAITH

Yes, consistent with historic Christian creeds

LAUSANNE COVENANT

Yes, subscribes to Covenant

LEADERSHIP FAITH COMMITMENT

Leadership manifests a personal commitment to Jesus and is actively involved in a church.

SENIOR EXECUTIVE



Michelle Diedrich has helped lead GMO for the past 13 years. With more than

16 years' experience in the industry, Ms. Diedrich is an expert at working with technology and consumer companies to optimize their marketing efforts. Before joining GMO, she led the marketing efforts at a variety of enterprise software companies. (Ms. Diedrich was the CEO during the period addressed in this report; Jeff Gowler is the current CEO.)

BOARD

Yes, seven members

INDEPENDENCE

One board member is not independent.

MEETING FREQUENCY

Quarterly

BOARD DONORS

Five have contributed within the past 12 months.

AUDITED FINANCIAL STATEMENTS

Yes, by CapinCrouse LLP

ACCOUNTING CONTROLS

Yes, internal accounting controls have been implemented.

LATEST FORM 990 FILING

2016

TRANSPARENCY

Yes, financial statements are made available to the board on a regular schedule and to the public upon request.

PRODUCTS/PROGRAM SERVICES

✓ **ONLINE GOSPEL PRESENTATIONS**—GMO's online evangelism websites are explained on the next page.

✓ **DISCIPLESHIP**—GMO offers seekers multiple opportunities for discipleship, including: an online relationship with one of GMO's nearly 5,000 volunteer online missionaries located in 105 countries, the GodLife.com discipleship website and app, and the NextSteps app.



GMO volunteers share the gospel with seekers in 26 languages

✓ **ON-THE-GROUND CONNECTIONS**—GMO wants to connect seekers to a faith community. Online Missionaries encourage seekers to connect to churches or other Christians on the ground.

NUMBER OF PAID STAFF

43

BALANCE SHEET, 08/31/16

Assets	\$3,020,716
Liabilities	\$388,211
Net assets	\$2,632,505
Portion restricted	\$488,238

INCOME STATEMENT, 9/1/15 – 08/31/16

Revenue	\$7,780,171
Expenses	\$7,469,527
Net income	\$310,644

MINISTRY UNIQUENESS

GMO presents the gospel in multiple languages to millions of people all over the world who are looking for answers about God online. It discipled believers through online missionaries and connects seekers to churches and Christian communities in-country.

ROI recognizes that at times high-performing ministries do not meet all of its standards for various reasons.

● ROI Standard met ◆ ROI Standard needs attention

Online Gospel Presentations

PROGRAM PURPOSE

To respond to seekers who are looking for answers to their religious questions online.

PROGRAM STRATEGY

To respond to seekers looking for answers to their religious questions online, GMO uses online advertising to direct inquirers to a website where the gospel message is presented.

PROGRAM DESCRIPTION

GMO places online ads on websites and mobile phones to direct seekers to online gospel presentations on GMO websites or other platforms. Seekers are presented with a gospel presentation in their language, in a culturally relevant context, and the opportunity to pray to accept Jesus Christ as Lord and Savior. They can then indicate by clicking “Yes” or “No” if they prayed to accept Christ. Seekers who click either option are presented with options to connect with an online missionary, download a Bible, and access discipleship resources. A trained online missionary receives the request to connect and reaches out via email/social media or text message with prayer, resources, and biblically-sound answers to questions. Seekers are encouraged to respond and continue to ask questions. Online missionaries also help seekers find a local church or mission organization if needed.



GMO has a map on its website GlobalMediaOutreach.com that shows live updates as people visit its websites, make decisions for Christ, and continue in online discipleship

RATIONALE FOR THE STRATEGY

GMO begins where people are—online—and guides them, to a gospel presentation, and then through personalized online interaction, to tools to help them grow in their faith in God.

CURRENT STATUS

GMO is expanding its discipleship programs and has developed apps and other technologies to share the gospel and disciple people in new ways. Additionally it is developing on-the-ground partnerships with local Christian communities globally for ongoing discipleship and follow-up.

PROGRAM IMPACT

GMO’s online gospel presentations give people who are seeking and open to the gospel the opportunity to accept Jesus as their savior through technology. Nearly half a million people a day are reached with the gospel, and follow-up is safe and secure.

OUTPUTS

GMO generated the following output for the program in 2016:

- ✓ 126,332,432 gospel presentations (the number of unique IP addresses that upload a GMO gospel presentation page)
- ✓ 22,168,313 initial interactions with GMO discipleship content, including: discipleship website visits, discipleship app downloads, and Bible downloads

PRIMARY OUTCOME

The return generated by this program is expressed in terms of people indicating a decision to receive Christ as their Lord and Savior, as self-indicated on a gospel presentation webpage. The ROI calculation on the following page refers to this outcome.

OTHER OUTCOMES

GMO also counts the number of discipleship activities, scripture engagements, and connections to a church or Christian community in-country.

DONOR REPORTING FREQUENCY

Monthly

DONOR ACCESS

Yes

EXPENSE TRACKING

Costs associated with outputs and outcomes are tracked.

Return on Investment Calculation

OUTCOME ACHIEVED

In 2016, GMO's program, Online Gospel Presentations, resulted in:

11,602,057 indicated decisions for Christ

An indicated decision for Christ is defined as: a respondent clicking "Yes" indicating that he/she has read the gospel presentation webpage and has made a decision to personally accept Christ.

DATA COLLECTION METHOD

GMO's online system tracks the number of visits and the activity of each person on the website, including decisions for Christ and discipleship activity. Before publishing results, GMO's technology team uses internal systems and a third-party business analytics software to analyze results.

COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was:

\$7,469,527

The program cost is the same as the ministry's total fiscal year 2016 expenses. It is broken down into approximately 69% program expenses, 26% fundraising expenses, and 5% management and general expenses.

COST PER OUTCOME

Therefore, the cost per outcome is:

\$7,469,527 program cost ÷ 11,602,057 indicated decisions for Christ =

Cost Per Outcome	
\$0.64	per indicated decision for Christ

GMO's cost for this outcome was \$0.12 in 2013, \$0.33 in 2014, and \$0.37 in 2015.

RETURN ON INVESTMENT

The return on investment of a \$1,000 investment by a donor would be:

\$1,000 investment ÷ \$0.64 cost per indicated decision for Christ =

Return on \$1,000 Investment	
1,563	indicated decisions for Christ

RESULTING OUTCOME

In addition, the program had the following resulting outcome:

712,269 new discipleship contacts

A new contact is defined as a person that directly engages with an online missionary volunteer for the first time.

APPENDIX A
ROI Ministry Standards

ROI Ministry has established 17 standards—12 for the organization and 5 for the program on which “return on investment” is calculated—that it expects its “Top 10” ministries to meet. These standards are strongly recommended, though ROIM recognizes that circumstances may exist where variations are warranted.

STANDARDS FOR THE ORGANIZATION

CHRISTIAN

1. The organization has a statement of faith consistent with historic Christian creeds.
2. The organization subscribes to The Lausanne Covenant of 1974.
3. The organization’s leadership manifests a personal commitment to Jesus Christ and is actively involved in a local church congregation.

GOVERNANCE

4. The organization has an active board of directors with at least five members.
5. The board has no more than two non-independent members, and it has at least four independent members for every one non-independent member. An independent member is one who is not an employee or contractor, has no familial relation to any employee, and has no familial relation to another board member.
6. The board meets at least two times per year and at least one of those meetings is in-person.

FINANCIAL & TRANSPARENCY

7. The organization prepares financial statements according to GAAP and complies with FASB standards.
8. Financial statements are provided to the board on a regular schedule.
9. The organization makes its financial statements or Form 990 available to the public.
10. The organization has implemented internal accounting controls to prevent and detect fraud and financial misstatements.

LEGAL

11. The organization has 501(c)(3) tax-exempt status with the IRS.
12. The organization has existed in its current form for at least three years.

STANDARDS FOR THE PROGRAM

PROGRAM EFFECTIVENESS

13. Outputs for the program are measured and reported to its donors.
14. Outcomes for the program are identified and efforts are made to measure or estimate them.
15. Costs associated with program outputs and outcomes are tracked.

REPORTING & ACCESS

16. The organization reports to its donors on the program’s progress and performance at least semi-annually.
17. The organization provides donors access to the program’s operations.

ROI Ministry used the professional services of Calvin Edwards & Company to develop these standards.

Ver. 1.0, March 2015

APPENDIX B

Principles for Calculating Return on Investment

There is not a well-established, standard way to calculate ROI for nonprofit organizations. When doing so, many issues arise, largely related to calculating the cost of generating outcomes. Calvin Edwards & Company used the principles below in the calculation presented.

1. ROI is calculated on a discrete program of a ministry. In some cases a program may involve the whole ministry—this is a “single-program ministry.”
2. The metric for the “return” is the primary outcome of the program.
3. A program may also have secondary outcomes or outputs.
4. The secondary outcomes or outputs are also reported numerically, if available. However, the program cost is not split among outcomes; that is, multiple ROI statistics are not calculated.
5. Program costs include all direct and indirect program costs, including non-cash costs such as depreciation of equipment used for the program, amortization of product development costs, etc.
6. Also, all appropriate overhead is included in the program cost:
 - a. Program overhead—sometimes a ministry tracks overhead attributable to a program; if so, it is included
 - b. Ministry overhead—a proportion of the ministry’s overhead that matches program costs as a proportion of total expenses (for a single-program ministry this is 100%)
7. In some rare cases, all overhead is pre-funded by the board or one or more specific donors. In this case, others’ investments do not fund overhead, and it is excluded from the program cost (see point 9 below).
8. All financial numbers are derived from the ministry’s financial statements; in the event that estimates are used, those estimates are based on financial statements.
9. There may be times when the principles stated here cannot or should not be applied; in these cases the *Statement of ROI* states the variation, reason, and alternate calculation employed.