

2018 Statement of ROI

THE RETURN ON INVESTMENT CREATED BY **ONLINE EVANGELISM**,
A PROGRAM OF **GLOBAL MEDIA OUTREACH**,
FOR THE FISCAL YEAR ENDING AUGUST 31, 2018

Prepared by:

CALVIN EDWARDS
& COMPANY

Maximizing the Good of Giving



for:

ROI Ministry

780 Old Roswell Place

Suite 100

Roswell, GA 30076

in collaboration with:

Global Media Outreach

7160 Dallas Parkway

Suite 200

Plano, TX 75024

August 2019

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NOTICE

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Introduction

ROI Ministry (ROIM) seeks to find, support, and promote ministries that have high levels of impact per dollar invested. These organizations proclaim the gospel, bring people to faith, or help the poor and needy in the name of Christ—and do so in very effective ways, thus ensuring a high return on investment (ROI) for kingdom giving.

Each year, since 2011, ROIM has identified and published its list of “Top 10” ministries that operated programs in the prior year that reaped significant outcomes with the finances entrusted to them. For 2019, the list includes **Global Media Outreach** and its program, **Online Evangelism**.

In addition to considering kingdom “return,” ROIM has adopted 18 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 has engaged CEC to conduct a professional, third-party review and ROI calculation of each “Top 10” ministry program since 2014. 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, Online Evangelism, and was selected by ROIM from a pool of applicants. This *2018 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2018 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

Jeff Gowler, president

EMAIL

contact@gmomail.org

MISSION

"Share Jesus online in every country of the world and help believers grow their faith using cutting-edge technology."

GEOGRAPHIC FOCUS

Worldwide

STRATEGY

To share Jesus Christ online and help believers grow their faith, GMO presents the gospel in multiple languages—on websites and other media—to millions of people looking for answers about God. Online missionaries help people grow in their faith and connect to Christian communities.

STATEMENT OF FAITH

1 Yes, consistent with historic Christian creeds

LAUSANNE COVENANT

2 Yes, subscribes to the Covenant

LEADERSHIP FAITH COMMITMENT

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

BOARD

4 Eight members

INDEPENDENCE

5 One board member is not independent.

BOARD DONORS

Four have contributed within the past 12 months.

MEETING FREQUENCY

6 Quarterly

SENIOR EXECUTIVE



As president, Jeff Gowler is responsible for daily operations as well as strategically leading GMO into the future. Jeff has

worked as an entrepreneur, as executive vice president of operations at a Fortune 500 company, and as executive director of marketing and development for a large international nonprofit.

NUMBER OF PAID STAFF

31

AUDITED FINANCIAL STATEMENTS

7 Yes, by CapinCrouse LLP

TRANSPARENCY

8 10 Yes, financial statements are made available to the board monthly and to the public upon request.

ACCOUNTING CONTROLS

9 Yes, internal accounting controls have been implemented.

RESPONSIVENESS

11 Very good, responded to questions promptly with no delay or gaps.

501 (C) (3)

12 June 2009

DONATION DEDUCTIBILITY

Yes, U.S.

LATEST FORM 990 FILING

2018

FOUNDED

13 2004

LEGAL RELATIONSHIP TO OTHER ENTITIES

None

PROGRAM COMPONENTS

✓ **ONLINE EVANGELISM**—GMO's online evangelism websites reach millions of people.

✓ **SPIRITUAL GROWTH**—GMO offers seekers multiple opportunities for spiritual growth and discipleship, including an online relationship with one of 3,000+ volunteer online missionaries in 111 countries, comprehensive discipleship content on GodLife.com, downloads of Bible apps and various media content.



A map of over 60,000 recorded decisions to follow Jesus; each decision is tracked to specific coordinates.

✓ **ON-THE-GROUND CONNECTIONS**—GMO online missionaries help seekers connect to Christian communities.

STATEMENT OF FINANCIAL POSITION, 08/31/18

Assets	\$4,188,776
Liabilities	\$547,677
Net assets	\$3,641,099
Portion restricted	\$1,188,918

Source: Audited financial statements.

A Statement of Financial Position is the balance sheet of a nonprofit organization.

STATEMENT OF ACTIVITIES, 9/1/17 – 8/31/18

Revenue	\$8,829,698
Expenses	\$8,161,899
Net income	\$667,799

Source: Audited financial statements.

A Statement of Activities is the income statement or profit & loss statement of a nonprofit organization.

MINISTRY UNIQUENESS

GMO not only shares Jesus online, but also provides discipleship through online missionaries and connects seekers to Christian communities.

Online Evangelism

PROGRAM PURPOSE

Global Media Outreach is a single-program ministry; therefore, the program purpose is the same as the organization's purpose, to share Jesus online in every country of the world and help believers grow their faith using cutting-edge technology.

PROGRAM STRATEGY

The program strategy also replicates the organization's strategy. GMO presents the gospel in multiple languages—on websites and other media—to millions of people looking for answers about God. Online missionaries help people grow in their faith and connect to Christian communities.

PROGRAM DESCRIPTION

GMO places ads on websites, social media channels and mobile phones to direct seekers to gospel presentations on websites. Seekers are presented with the gospel in their own languages and in culturally relevant ways, and are given the opportunity to pray to accept Jesus Christ as their Lord and Savior. They can indicate their decision by clicking "yes" or "no." Seekers who click either option are presented with opportunities to engage with online missionaries who receive the requests and reach out via a secure messaging system through the same channel where the seekers are connected. These missionaries offer prayer, resources, and biblically sound answers to questions. Seekers are encouraged to respond and to



GMO staff member April Butler and a local vendor discuss an integrated technology approach that will be used to engage young people

continue to ask questions. Online missionaries also help seekers find connections to churches or other Christian communities.

RATIONALE FOR THE STRATEGY

GMO seeks to bring the gospel to people wherever they are, using the internet as a tool. Seekers can learn about the Christian message and get answers to their spiritual questions in a safe and private manner. In evangelism and discipleship, personal contact and communication are

needed, so online missionaries are involved, and required to be fluent in the language of the website and respondent.

CURRENT STATUS

GMO has implemented a language strategy where indigenous teams fluent in Arabic, Chinese, English, Farsi, French, Hindi, Portuguese, Russian, Indonesian, Spanish, Turkish, and Urdu are based in various regions in the world. These teams provide culturally relevant approaches to evangelism and discipleship, using partners and integrated technology to share Jesus. In order to continue discipleship activity, GMO online missionaries from more than 100 countries engage seekers in 49 languages.

PROGRAM IMPACT

GMO's online evangelism gives people who are seeking and open to the gospel the opportunity to accept Jesus as their savior through technology. An average of about 350,000 people are reached with the gospel every day, and follow-up is safe and secure.

OUTPUTS

- 14 GMO generated the following outputs for the program in its 2018 fiscal year:
- ✓ 122,952,987 gospel presentations—unique IP addresses of those who visited a GMO gospel presentation page.
 - ✓ 16,238,925 indicated decisions to follow Christ—unique individuals who answered "yes" to the question "Have you prayed this prayer?" at the end of each gospel presentation.
 - ✓ 1,520,939 new contacts connected with GMO—unique e-mail addresses, Facebook accounts, or WhatsApp addresses making connections.

PRIMARY OUTCOME

- 15 The return generated by this program is expressed in terms of the number of people indicating a decision to receive Christ as their Lord and Savior. This action is self-indicated on a gospel presentation webpage. In FY 2018 this was 16,238,925 people. The ROI calculation on the following page refers to this outcome.

SECONDARY OUTCOME

- 15 GMO also tracks "new contacts." A new contact is defined as an individual who sees an online gospel presentation, fills out an online form, provides contact information, and directly engages with an online missionary volunteer for the first time.

EXPENSE TRACKING

- 16 GMO tracks costs associated with program outputs and outcomes.

DONOR REPORTING FREQUENCY

- 17 Monthly

DONOR ACCESS

- 18 Yes

Return on Investment Calculation

OUTCOME ACHIEVED

In the 2018 fiscal year, GMO’s program, Online Evangelism, resulted in 16,238,925 “indicated decisions for Christ.” An indicated decision for Christ is defined as: a respondent clicking “yes” on an online form indicating they have read the gospel presentation webpage and made a decision to accept Jesus Christ as Lord and Savior.

Indicated Decisions for Christ

16,238,925

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 tool to analyze results.

COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was \$8,161,899. Because GMO operates only one program, the program cost is equivalent to the ministry’s total fiscal year 2018 expenses. It is broken down into approximately 77% program expenses, 17% fundraising expenses, and 6% management and general expenses.

Program Cost

\$8,161,899

COST PER OUTCOME

Therefore, the cost per outcome is:

$$\text{\$8,161,899 program cost} \div \text{16,238,925 indicated decisions for Christ} =$$

Cost Per Outcome

\$0.50 per indicated decision for Christ

CEC calculated GMO’s cost per outcome for prior years: 2017, \$0.67; 2016, \$0.64; 2015, \$0.37; 2014, \$0.33; and 2013, \$0.12.

RETURN ON INVESTMENT

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

$$\text{\$1,000 investment} \div \text{\$0.50}^1 \text{ cost per indicated decision for Christ} =$$

Return on \$1,000 Investment

1,990 indicated decisions for Christ

SECONDARY OUTCOME

In addition, the program had the following secondary outcome:

1,520,939 new contacts

¹ The precise number used in the calculation is \$0.5026.

APPENDIX A

ROI Ministry Standards

ROI Ministry has established 18 standards—13 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. The organization’s compliance to these standards is shown on pages 2 and 3, by numbered, colored symbols.

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

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 has implemented internal accounting controls to prevent and detect fraud and financial misstatements, including:
 - a. Opening mail and receiving checks, preparation of bank deposits, and recording accounting entries are separated duties performed by different persons or by two persons who monitor each other’s work.
 - b. Financial statements are prepared according to GAAP and any exceptions are noted.
 - c. Financial statements are prepared by an accountant without undue influence from management.

TRANSPARENCY

10. The organization makes its financial statements or Form 990 available to the public.
11. The organization responds appropriately to external requests for information.

LEGAL

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

STANDARDS FOR THE PROGRAM

PROGRAM EFFECTIVENESS

14. Outputs for the program are measured and reported to its donors.
15. At least one primary outcome for the program is identified, and possibly some secondary outcomes, and efforts are made to measure or estimate these.
16. Costs associated with program outputs and outcomes are tracked.

REPORTING & ACCESS

17. The organization reports to its donors on the program’s progress and performance at least semi-annually.
18. 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. 1.2, May 2018.

APPENDIX B

Principles for Calculating Return on Investment

There is not a well-established, standard method 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; if 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.