

2019 Statement of ROI

THE RETURN ON INVESTMENT CREATED BY **ONLINE EVANGELISM**,
A PROGRAM OF **GLOBAL MEDIA OUTREACH**,
FOR THE FISCAL YEAR ENDING AUGUST 31, 2019

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

May 2020

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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 2020, the list includes **Global Media Outreach** and its program, **Online Evangelism**.

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’.

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.

The Confidence Rating presented on page 5 indicates CEC’s estimated confidence that the ROI calculation is reasonably accurate. It is based on (i) findings when the organization’s claims pertaining to compliance with standards were examined, and (ii) analysis of the quality of the data and explanations provided to perform the calculation.

Global Media Outreach completed the application process for its program, Online Evangelism, and was selected by ROIM from a pool of applicants. This *2019 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2019 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

"Giving everyone on earth multiple opportunities to know Jesus Christ."

GEOGRAPHIC FOCUS

Worldwide

STRATEGY

To give everyone on earth multiple opportunities to know Jesus Christ, GMO presents the gospel in 12 primary languages to millions searching for answers about God and life's circumstances, using websites and social media. Volunteer online missionaries disciple new believers and connect them to Christian communities/churches.

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 an employee, thus 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

28

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 2007

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 and new believers multiple opportunities for spiritual growth and discipleship, including an online relationship with one of 3,500+ volunteer online missionaries in 110 countries, comprehensive discipleship content on GodLife.com, downloads of Bible apps and various media content.



GMO tests a 360° panoramic scene for the "Something Better" filter on Facebook, to better reach Americans with the gospel.

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

STATEMENT OF FINANCIAL POSITION, 08/31/19

Assets	\$2,174,623
Liabilities	\$329,638
Net assets	\$1,844,985
Portion restricted	\$622,686

Source: Audited financial statements. A Statement of Financial Position is the balance sheet of a nonprofit organization.

STATEMENT OF ACTIVITIES, 9/1/18 – 8/31/19

Revenue	\$6,442,684
Expenses	\$7,672,566
Net income	(\$1,229,882)

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. The online experience moves to in-person fellowship when a seeker is connected to a nearby church or Christian community.

Online Evangelism

PROGRAM PURPOSE

Global Media Outreach is a single-program ministry; therefore, the program purpose is the same as the organization's purpose, giving everyone on earth multiple opportunities to know Jesus Christ.

PROGRAM STRATEGY

The program strategy also replicates the organization's strategy. To give everyone on earth multiple opportunities to know Jesus Christ, GMO presents the gospel in 12 primary languages to millions searching for answers about God and life's circumstances, using the internet and social media. Volunteer online missionaries disciple new believers and connect them to Christian communities/churches.

PROGRAM DESCRIPTION

GMO places ads on search websites and social media channels to direct seekers to a gospel presentation on a website in a language they understand. These tell the Christian message in culturally-relevant ways and give seekers the opportunity to pray to accept Jesus Christ as Lord and savior. They can indicate their decision by clicking "yes" or "no." To seekers who click either option, GMO gives an opportunity to engage with volunteer online missionaries. These missionaries receive requests and reach out via a secure messaging system. They offer prayer, resources, and biblically-sound answers to questions. Seekers are encouraged to continue to respond and ask questions. Online missionaries also help people find connections to churches or other Christian communities through church network partnerships.



An online Missionary communicating with a new believer to help them grow in Christ.

RATIONALE FOR THE STRATEGY

Use of the internet allows GMO to bring the gospel to people wherever they are in the world. Seekers can learn about the Christian message and get answers to their spiritual questions in a safe and private manner. Online missionaries, fluent in the respondents' languages, provide personal contact and person-to-person communication, key elements of effective evangelism and discipleship.

CURRENT STATUS

Though GMO presents the gospel in 12 languages, its online missionaries, from 110 countries, can communicate with seekers in 49 languages. A new program, "Something Better," allows for greater customization for reaching the lost in the U.S. In 2020 the ministry will launch a new response system, "PATH," that will expand the channels used to connect with seekers and extend capabilities for discipleship and church connection.

PROGRAM IMPACT

GMO's online evangelism gives people the opportunity to accept Jesus as their savior through technology. About 350,000 to 500,000 people are presented the gospel every day. As of May 2020, GMO has presented the gospel to a total of two billion people.

OUTPUTS

- 14 GMO generated the following outputs for the program in its 2019 fiscal year:
- ✓ 129,889,941 gospel presentations—unique IP addresses of those who visited a GMO gospel presentation page.
 - ✓ 1,587,805 new contacts connected with GMO—unique e-mail addresses, Facebook accounts, or WhatsApp addresses engaging with an online missionary.

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 Lord and savior. This action is self-indicated on gospel presentation webpages. 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 a form, provides contact information, and directly engages with an online missionary 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 2019 fiscal year, GMO’s program, Online Evangelism, resulted in 20,952,454 “indicated decisions for Christ.” An indicated decision for Christ occurs when a respondent clicks “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
20,952,454

DATA COLLECTION METHOD

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

COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was \$7,672,566. Because GMO operates only one program, the program cost is equal to the ministry’s total FY 2019 expenses. These are broken down into 76.0% program expenses, 19.3% fundraising expenses, and 4.7% management and general expenses.

Program Cost
\$7,672,566

COST PER OUTCOME

Therefore, the cost per outcome is:

$$\text{\$7,672,566 program cost} \div \text{20,952,454 indicated decisions for Christ} =$$

CEC calculated GMO’s cost per outcome for prior years: 2018, \$0.50; 2017, \$0.67; 2016, \$0.64; 2015, \$0.37; 2014, \$0.33; and 2013, \$0.12.

Cost Per Outcome
\$0.37 per indicated decision for Christ

RETURN ON INVESTMENT

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

$$\text{\$1,000 investment} \div \text{\$0.37}^1 \text{ cost per indicated decision for Christ} =$$

Return on \$1,000 Investment
2,731 indicated decisions for Christ

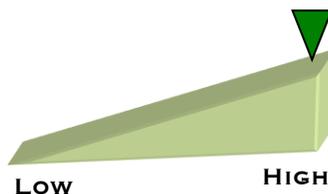
SECONDARY OUTCOME

In addition, the program had the following secondary outcome:

1,587,805 new contacts

CONFIDENCE RATING

CEC’s estimated confidence that the ROI calculation is reasonably accurate is:



¹ The precise number used in the calculation is \$0.3662.

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. Reporting any variations from GAAP reporting requirements within financial statements.
 - c. Having financial statements 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. 1.4, May 2020.

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.