

# 2020 Statement of ROI

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THE RETURN ON INVESTMENT FROM **JESUS FILM EVANGELISM TEAMS**,  
A PROGRAM OF **JESUS FILM HARVEST PARTNERS®**,  
FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2020

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:

**JESUS Film Harvest Partners®**

15055 West 116th Street

Olathe, KS 66062

August, 2021

**NOTICE**

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## Introduction

ROI Ministry (ROIM) seeks to identify, 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 **JESUS Film Harvest Partners®** and its program, **JESUS Film Evangelism Teams**.

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 JESUS Film Harvest Partners® and its program align with these standards is indicated on the following pages with color-coded symbols. The Confidence Rating that appears on page 5 is an estimate of CEC’s 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.

JESUS Film Harvest Partners® completed the application process for its program, JESUS Film Evangelism Teams, and was selected by ROIM from a pool of applicants. This *2020 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2020 to reach the lost with the gospel.



# JESUS Film Harvest Partners®

**LEGAL NAME**

Harvest Partners, Inc. dba JESUS Film Harvest Partners® (JFHP)

**ADDRESS**

15055 West 116<sup>th</sup> Street  
Olathe, KS 66062

**TELEPHONE**

913.663.5700

**WEBSITE**

www.JFHP.org

**EMAIL**

info@JFHP.org

**MISSION**

“To forge strategic partnerships that increase evangelistic exposures and bring new believers into discipleship.”

**GEOGRAPHIC FOCUS**

139 countries worldwide

**STRATEGY**

To forge strategic partnerships that increase evangelistic exposures and bring new believers into discipleship, JFHP equips and supports JESUS Film teams of local people to do evangelism, discipleship and church planting.

**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.

**NUMBER OF PAID STAFF**

17

**BOARD**

4 28 members

**INDEPENDENCE**

5 18 board members are related to another member, as siblings or spouses.

**BOARD DONORS**

25 have contributed within the past 12 months.

**MEETING FREQUENCY**

6 Semiannually

**SENIOR EXECUTIVE**



Verne Ward III and his wife Natalie began serving as missionaries with the Church of the Nazarene (COTN) in 1984. Dr. Ward led the Asia-Pacific

region from 2005 until early 2012 when he was appointed to his current role as global missions director of COTN and president of JFHP.

**AUDITED FINANCIAL STATEMENTS**

7 Yes, Grant Thornton LLP audits The Church of the Nazarene’s (COTN) financials, which consolidate JFHP’s financials.

**TRANSPARENCY**

8 10 Yes, financial statements are provided to the board through email 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 March 2000

**DONATION DEDUCTIBILITY**

Yes, U.S.

**LATEST FORM 990 FILING**

None; JFHP is not required to file a 990 under a group exemption issued to the COTN, because it is a church.

**FOUNDED**

13 1997

**LEGAL RELATIONSHIP TO OTHER ENTITIES**

JFHP is a Type 1 Supporting Organization to COTN, Inc. and

works in conjunction with the COTN Global Missions Department.

**PROGRAM COMPONENTS**

JFHP equips and supports evangelism teams in remote areas.

✓ **EVANGELISM**—Teams show the JESUS film and use other evangelism tools.



A JESUS Film team leads a discipleship follow-up meeting with new believers in Nepal.

✓ **DISCIPLESHIP**—Workers do personal follow-up with contacts made at film showings.

✓ **CHURCH DEVELOPMENT**—JFHP provides leadership training so indigenous leaders can lead new church plants.

**STATEMENT OF FINANCIAL POSITION, 9/30/2020**

Assets	\$4,991,700
Liabilities	\$5,196
Net assets	\$4,986,504

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

**STATEMENT OF ACTIVITIES, 10/1/2019 – 9/30/2020**

Revenue	\$4,488,125
Expenses	\$3,624,952
Net income	\$863,173

Source: Audited financial statements. A Statement of Activities is the income statement or profit & loss statement of a nonprofit organization.

**MINISTRY UNIQUENESS**

JFHP teams evangelize and then stay long enough to ensure believers are discipled and gathered into preaching points, or nascent churches.

● ROI Standard met; numbers correspond to Standards in Appendix A. ◆ ROI Standard is not met.

## JESUS Film Evangelism Teams

### PROGRAM PURPOSE

JFHP is a single-program ministry, therefore the program purpose is the same as the organization's purpose, to forge strategic partnerships that increase evangelistic exposures and bring new believers into discipleship.

### PROGRAM STRATEGY

The program strategy also replicates the organization's strategy. To forge strategic partnerships that increase evangelistic exposures and bring new believers into discipleship, JFHP equips and supports JESUS Film Teams of local people to do evangelism, discipleship, and church planting, using tools provided by partner ministries—such as the Jesus Film Project® and e3 Partners.

### PROGRAM DESCRIPTION

JESUS Film Evangelism Teams are comprised of three to five trained, indigenous evangelists. They travel and meet local church leaders, ask where a new church is needed, and ask what "mother" church nearby might be able to provide a lay leader to help with a new "preaching point," or nascent church. Then the teams go to these remote areas and present the gospel, usually using the *JESUS* film. The film is screened using a variety of devices, such as specialized solar-powered devices or cell phones. People gather to watch the film and hear the audio in their heart language. Teams stay in the area for a month, to meet with the new believers for follow-up and discipleship. Usually, a new preaching point is established, but in some



A new believer is baptized in Malawi

cases new believers can attend a nearby existing church. The nearby "mother" church helps and guides the development of any new preaching point and its potential leadership. The Church of the Nazarene (COTN) ensures the continued training and pastoral education of church leaders.

### RATIONALE FOR THE STRATEGY

To develop and use indigenous teams is cost effective and leverages cultural and geographic proximity. The evangelistic tools and methods used can easily be deployed widely and are proven to be effective. The connection with the COTN provides for wider fellowship, support, and training for new believers and preaching points.

### CURRENT STATUS

JESUS Film Evangelism Teams is a well-established program. Despite the COVID-19 pandemic, the number

of teams grew from 773 to 847 in 2020. Those 847 teams consisted of over 4,600 team members.

### PROGRAM IMPACT

JESUS Film Evangelism Teams have expanded the impact of the *JESUS* film by sharing it in 59 countries in 290 translations over the life of the program. This widespread access has allowed the Gospel to reach places and people where a written Bible has limited effectiveness. JFHP's impact also extends past *JESUS* film and has resulted in opportunities for discipleship and created content for new churches.

### OUTPUTS

- 14 The program generated the following outputs in FY 2020:
- ✓ 205 versions (translations) of the *JESUS* film used
  - ✓ 847 teams of trained evangelists showed the *JESUS* film
  - ✓ 1,789,788 evangelistic contacts (people who heard the gospel)

### PRIMARY OUTCOME

- 15 The return generated by this program is expressed in terms of **decisions for Christ**. These are counted after a gospel presentation, when a team member asks those who desire to make a decision for Christ to raise their hand or come forward. Also, some make no outward indication at the time but are confirmed as believers in ensuing discipleship meetings. The ROI calculation on the following page refers to this outcome.

### SECONDARY OUTCOMES

- 15 Also, the program generates the following secondary outcomes:
- ✓ **Discipleship Follow-ups.** Persons make a decision for Christ and then respond to an invitation to meet multiple times, individually or in a group, to learn more about Jesus.
  - ✓ **Preaching Points.** "Baby" churches are planted made up of new believers who gather together regularly for biblical instruction and discussion. In time, many add elements of worship.

The metrics associated with these outcomes are reported below the ROI calculation on the following page.

### EXPENSE TRACKING

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

### DONOR REPORTING FREQUENCY

- 17 Monthly

### DONOR ACCESS

- 18 Yes

## Return on Investment Calculation

### OUTCOME ACHIEVED

In FY 2020, JFHP's program, JESUS Film Evangelism Teams, resulted in 488,168 decisions for Christ. A decision for Christ is defined as someone coming forward or raising a hand at an invitation, after an evangelism outreach, such as a "JESUS" film showing, to express a faith decision. Also, some make no outward indication at the time but are confirmed as believers in ensuing discipleship meetings.

Outcome
<b>488,168</b> decisions for Christ

### DATA COLLECTION METHOD

JESUS Film Teams keep track of the number of film showings, evangelistic contacts, decisions for Christ, initial discipleship follow-up contacts, and new preaching points. Teams report monthly to a country or field coordinator, who then audits, translates, and compiles the data and sends it to a regional office, where it is reviewed again before being provided to JFHP headquarters. Final data is compiled and published by the headquarters.

### COST OF ACHIEVING THE OUTCOME

The cost to accomplish this outcome was \$1,703,786. As a single-program ministry, JFHP's total expenses for FY 2020, \$3,549,554, were for JESUS Film Evangelism Teams. This includes labor and equipment costs, as well as overhead expenses and portions of capital outlay for related resources. From team reports, JFHP has determined its teams, on average, spend 48% of their time on seeking decisions for Christ, 35% on follow-up, and 17% on starting new preaching points. This finding was used in the calculation.

Program Cost
<b>\$1,703,786</b>

### COST PER OUTCOME

Therefore, the cost per outcome is:

$$\mathbf{\$1,703,786 \text{ program cost} \div 488,168 \text{ decisions for Christ} =}$$

CEC calculated JFHP's cost per outcome for prior years: 2019, 2.49; 2018, \$2.82; 2017, \$2.56; 2016, \$2.35; 2015, \$2.40; 2014, \$3.34, and 2013, \$2.77.

Cost Per Outcome
<b>\$3.49</b> per decision for Christ

### RETURN ON INVESTMENT

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

$$\mathbf{\$1,000 \text{ investment} \div \$3.49^1 \text{ cost per decision for Christ} =}$$

Return on \$1,000 Investment
<b>287</b> decisions for Christ

### SECONDARY OUTCOMES

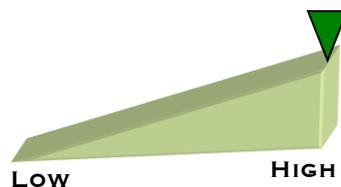
In addition, the program had the following secondary outcomes:

**303,749 discipleship follow-ups**  
**8,658 preaching points established**

These outcomes were generated by program components different from the component that generated the primary outcome. The cost for these components is 52% of the total program cost and is not included in the ROI calculation above.

### CONFIDENCE RATING

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



<sup>1</sup> The exact number used for this calculation was \$3.4902.



## 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.