



# 2024 Statement of ROI

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THE RETURN ON INVESTMENT CREATED BY **JESUS FILM EVANGELISM**,  
A PROGRAM OF **HERE'S LIFE AFRICA**,  
FOR THE FISCAL YEAR ENDING DECEMBER 31, 2024

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:

**Here's Life Africa**

2001 West Plano Parkway #3435

Plano, TX 75075

December 2025

***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 2025, the list includes **Here’s Life Africa** and its program, **Jesus Film 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’.

The Confidence Rating presented on page 4 indicates CEC’s estimated confidence that the ROI calculation is reliable. It is based on CEC’s judgment regarding the reasonableness and/or quality of the following four factors:

- ✓ Estimates used
- ✓ Assumptions relied upon
- ✓ Allocation of costs to the program
- ✓ Data-gathering methodology

In addition to considering kingdom “return,” ROIM has 18 standards that it expects “Top 10” ministries to meet. These are listed in Appendix A. CEC asked Here’s Life Africa to provide evidence that it complied with the standards, reviewed responses, and conducted a random check on three standards. Based on this analysis, CEC considers Here’s Life Africa’s reported alignment with ROIM standards to be reliable. This alignment is indicated on pages 2 and 3 with numbered, colored symbols.

Here’s Life Africa completed the application process for its program, Jesus Film Evangelism, and was selected by ROIM from a pool of applicants. This *2024 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2024 to reach the lost with the gospel and serve people in the name of Christ.



# Here's Life Africa

**LEGAL NAME**

Here's Life Africa (HLA)

**ADDRESS**

2001 West Plano Parkway #3435  
Plano, TX 75075

**TELEPHONE**

214.282.8889

**WEBSITE**

hereslifeafrica.com

**MISSION**

"The mission of Here's Life Africa is to accelerate fulfillment of the Great Commission."

**GEOGRAPHIC FOCUS**

Tanzania, Malawi, & Uganda

**STRATEGY**

To accelerate fulfillment of the Great Commission, HLA targets the poorest countries and mobilizes teams of indigenous believers to evangelize and establish discipleship groups in remote, underreached villages. HLA also develops church leaders in the countries it serves.

**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**

110

**BOARD**

**4** 11 members

**INDEPENDENCE**

**5** Ten of 11 board members are independent.

**BOARD DONORS**

All 11 have contributed within the past 12 months.

**MEETING FREQUENCY**

**6** Four times a year—three in person and one virtual

**SENIOR EXECUTIVE**



Andy Blakeslee, president and CEO of HLA, grew up as a missionary kid in the Amazon jungle of Ecuador. He worked

in corporate America for 13 years before entering full-time ministry. He worked with Crown Financial Ministries until 2021, when he developed a passion to help pastors in the world's 20 poorest countries and took on the leadership of HLA.

**EMAIL**

andy@hereslifeafrica.com

**FINANCIAL STATEMENTS**

**7** Compiled by Ratliffe & Associates, P.C., according to GAAP

**TRANSPARENCY**

**8** **10** Yes, financial statements are sent to board members three times a year and provided to the public upon request.

**ACCOUNTING CONTROLS**

**9** Yes, internal accounting controls have been implemented.

**RESPONSIVENESS**

**11** Very good—responded to all questions in a timely and sufficient manner

**501(C)(3)**

**12** April 2003

**DONATION DEDUCTIBILITY**

Yes, U.S.

**LATEST FORM 990 FILING**

2019. HLA claims exemption from 990s as a mission society that does over half of its work in other nations.

**FOUNDED**

**13** 1997

**LEGAL RELATIONSHIP TO OTHER ENTITIES**

HLA has set up independent, legal entities in the countries it serves.

**PROGRAM COMPONENTS**

**✓ LEADERSHIP: SEMINARY OF LIFE**—To strengthen the fabric of

Christian leaders in Tanzania and Uganda, HLA formed cohorts of spiritual leaders from different denominations and major cities who gather three times a year for fellowship and edification.

**✓ LEADERSHIP: LOCAL**

**CONFERENCES**—HLA hosts three-day conferences in remote villages to train local village pastors.

**✓ EVANGELISM: JESUS FILM**—HLA teams hold evangelistic crusades that present *The Jesus Film* in over 200 remote villages each month.

**✓ DISCIPLESHIP: LAMP GROUPS**—For every evangelism event, HLA provides an audio Bible and trains a Christian leader to facilitate a discipleship group of those who pray to receive Christ.



A LAMP Group listens to an audio Bible.

**STATEMENT OF FINANCIAL POSITION, 12/31/2024**

Assets	\$743,638
Liabilities	\$1,859
Net assets	\$741,779
Portion restricted	\$327,366

Source: Compiled financial statements

**STATEMENT OF ACTIVITIES, 1/1/2024 – 12/31/2024**

Revenue	\$1,613,382
Expenses	\$1,723,655
Net income	(\$110,273)

Source: Compiled financial statements

**DIFFERENTIATION**

**✓ REMOTE ACCESS.** HLA teams use four-by-four vehicles to share the gospel in remote villages where few other ministries go.

**✓ LOCAL STRATEGY.** HLA's uses trained, indigenous staff rather than volunteers, and has found the results more than justify the cost.

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

# Jesus Film Evangelism

## PROGRAM PURPOSE

The purpose of HLA's Jesus Film Evangelism program is to win people to Christ by sharing the gospel with underreached people in the world's poorest countries.<sup>1</sup>

## PROGRAM STRATEGY

To accomplish this purpose, HLA employs indigenous teams who are thoroughly trained and equipped to show *The Jesus Film* and share the gospel in remote villages.

## PROGRAM DESCRIPTION

HLA equips each of its teams with a rugged four-by-four vehicle, audio-visual equipment, and a generator. Teams travel to remote villages and organize four-day evangelistic crusades. In each village, *The Jesus Film* is



The Jesus Film shown at an evangelistic event

shown in the local language for two nights. Near its end, the film is paused to invite the audience to pray to receive Christ.

When an HLA team does not know the local language, it uses a local volunteer to

translate its gospel presentation. In rare instances, *The Jesus Film* is not available in the local language, so the volunteer translates it, too, while it is playing.

During the day, HLA staff identify a faithful villager who is taught how to facilitate a small group Bible study using a solar-powered audio Bible. Teams help form those who receive Christ into a discipleship "LAMP Group," led by the new facilitator.<sup>2</sup> Over the next four weeks, team members check in to ensure the group makes a solid start and is poised for growth as followers of Christ.

## RATIONALE FOR THE STRATEGY

HLA provides hope for people hungry for good news. Most villages have never seen a movie before, and HLA finds that displaying *The Jesus Film* on a large screen in the native language is a powerful way to communicate the story of Jesus. HLA touts its indigenous staff as passionate, highly effective evangelists, and perhaps the foremost experts on using *The Jesus Film* to win people to Christ. Many on staff have shown the film over 1,000 times.

## CURRENT STATUS

In 2024, HLA targeted a new, underreached region of Uganda called Karamoja. A team was relocated, and two new teams were mobilized, to implement the evangelism program there. This effort has seen more than 100,000 decisions for Christ over the past year. HLA hopes to expand into two additional countries soon. Its vision is to take its model to the world's 20 poorest countries.

## PROGRAM IMPACT

HLA reports that over 35 million people have professed faith in Christ since its founding. Teams travel to over 2,000 remote villages a year. According to HLA, over 33,000 LAMP Groups are currently meeting weekly.

## OUTPUTS

- 14 The program generated the following outputs in 2024:
- ✓ Showed *The Jesus Film* to 2,984,569 people
  - ✓ Held 2,660 four-day evangelism crusades
  - ✓ Trained 2,660 LAMP Group facilitators

## PRIMARY OUTCOME

- 15 The return generated by this program is expressed in terms of the number of **people praying to receive Christ**. These are counted when an individual indicates a desire to pray to receive Christ as savior by raising a hand during Jesus Film Evangelism. The ROI calculation on the following page refers to this outcome.

## SECONDARY OUTCOME

- 15 The program also generates the following secondary outcome:
- ✓ **People receiving discipleship through LAMP Group Bible study<sup>3</sup>**

The metric associated with people receiving discipleship through LAMP Groups is reported below the ROI calculation on the following page.

## EXPENSE TRACKING

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

## DONOR REPORTING FREQUENCY

- 17 HLA sends communications quarterly, with additional updates at various times of the year.

## DONOR ACCESS

- 18 Yes, provides donors access to the program's operations

<sup>1</sup> HLA developed a list of the world's 20 poorest countries based on two factors: (i) gross national income, from the United Nations' *The Least Developed Countries Report 2006*, and (ii) the Human Development Index compiled by the United Nations in 2009.

<sup>2</sup> The oral "LAMP" curriculum directs a group to: Listen to God's Word; Ask questions; consider the Meaning of what is heard; and Pray, asking God for help to obey what was learned.

<sup>3</sup> HLA teams track the attendance of new LAMP Group weekly Bible studies for four weeks and determine average weekly attendance. The number of people receiving discipleship is the sum of these averages taken over the year. According to HLA, random sampling indicates that most groups continue to meet for years, and many groups multiply into additional groups.

## Return on Investment Calculation

### OUTCOME ACHIEVED

In 2024, HLA’s program, Jesus Film Evangelism, resulted in an estimated 1,420,411 people praying to receive Christ. These are counted when an individual indicates a desire to pray to receive Christ as savior by raising a hand during Jesus Film Evangelism.

Outcome	
<b>1,420,411</b>	people praying to receive Christ

### ESTIMATES & ASSUMPTIONS

To estimate how many people raise their hands to pray to receive Christ, an HLA staff person counts respondents each night of an evangelism campaign. Staff count by groups of ten persons to arrive at an estimated total.

### DATA COLLECTION METHOD

Once a month, each team leader submits a report to the head office in Arusha, Tanzania. For each day of evangelism, the report shows the date, village, attendance, and number who prayed to receive Christ. The office tabulates the totals from all teams and sends a monthly report to HLA’s president in the U.S.

### COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was \$1,344,451. When necessary, HLA uses local, unpaid volunteers to do translation, reducing its costs. According to HLA, the direct expenses for this program, Jesus Film Evangelism, were \$1,137,143. HLA does not track overhead costs on the program level.

Total Cost of Program	
<b>\$1,344,451</b>	

Therefore, Jesus Film Evangelism’s share of overhead is calculated as a percentage of HLA’s overhead. Jesus Film Evangelism’s expenses represent 78% of HLA’s total program expenses. Thus, 78% of HLA’s management and general expenses (\$153,160 x 78% = \$119,465) and fundraising expenses (\$112,619 x 78% = \$87,843) were added to Jesus Film Evangelism’s direct costs to calculate the total program cost.

### PARTNERSHIPS

HLA received *The Jesus Film* in relevant languages from Jesus Film Project® free of charge. Thus, film production and acquisition costs are not included in this analysis.

### COST PER OUTCOME

Therefore, the cost to HLA per outcome is:

$$\mathbf{\$1,344,451 \text{ program cost} \div 1,420,411 \text{ people praying to receive Christ} =}$$

Cost to HLA Per Outcome	
<b>\$0.95</b>	per person praying to receive Christ

### RETURN ON INVESTMENT

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

$$\mathbf{\$1,000 \text{ investment} \div \$0.95^4 \text{ cost per person praying to receive Christ} =}$$

Return on \$1,000 Investment	
<b>1,056</b>	people praying to receive Christ

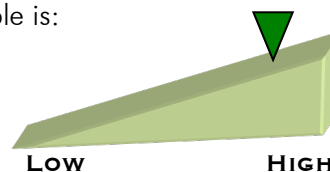
### SECONDARY OUTCOME

In addition, HLA’s discipleship program had the following outcome:

**320,000 people received discipleship through LAMP Group Bible study**

### CONFIDENCE RATING

CEC’s estimated confidence that the ROI calculation is reliable is:



<sup>4</sup> The exact number used for this calculation was 0.9465.



## APPENDIX A

# ROI Ministry Standards

ROI Ministry (ROIM) has 18 standards that it expects “Top 10” ministries to meet—13 for the organization and five for the program on which “return on investment” is calculated. They are listed below. These standards are strongly recommended, though ROIM recognizes that circumstances may exist where variations are warranted. The organization’s compliance with 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.*



## 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 (CEC) used the principles below in the calculation presented.

1. ROI is calculated on a discrete program of a ministry. In some cases, a ministry conducts only one program—this is a “single-program ministry.” In such cases, CEC clearly indicates that the program is the ministry’s only program.
2. The metric for the “return” is the primary outcome of the program.
3. A program may also have secondary outcomes or outputs. These are noted as additional results of the program.
4. Secondary outcomes or outputs are also reported numerically, if available. However, the program cost is not split among outcomes—the full cost of a program is used as the “investment” for the “return” of the primary outcome. Multiple ROI statistics (for multiple outcomes) 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. Partnerships are noted when they occur. When a ministry pays a partner to help generate its outcomes, the cost is included in the calculation. This is called an “implementing partner.”
7. When a partner provides services free of charge to help generate a ministry’s outcomes, the cost of the partner’s contribution is not included in the calculation. Generally, this is unknown. Such a partner is called a “supporting partner” because it provides crucial support to the program. Supporting partners create leverage by enabling greater outcomes at a lower cost to the ministry, and such leverage is noted, though it is not quantified.
8. The value of volunteer labor is not included in the calculation. It is, however, noted as an in-kind gift that reduces the program cost, as are other significant, ongoing in-kind gifts.
9. All appropriate overhead is added to the program cost in one of two ways:
  - a. Program overhead: Overhead directly attributable to a program if a ministry tracks it.
  - b. Ministry overhead: A portion of the ministry’s overhead proportional to the program’s share of total program costs (for a single-program ministry this is 100%).
10. In 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 11 below.)
11. All financial numbers are derived from the ministry’s financial statements; when financial estimates are used (e.g., for overhead applicable to the program), they too are based on financial statements.
12. 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.