



2024 Statement of ROI

THE RETURN ON INVESTMENT CREATED BY **PROVIDING CHILDREN'S BIBLE LESSONS**,
A PROGRAM OF **THE MAILBOX CLUB**,
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:

The Mailbox Club

404 Eager Road

Valdosta, GA 31602

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 **The Mailbox Club** and its program, **Providing Children’s Bible Lessons**.

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 The Mailbox Club 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 The Mailbox Club’s reported alignment with ROIM standards to be reliable. This alignment is indicated on pages 2 and 3 with numbered, colored symbols.

The Mailbox Club completed the application process for its program, Providing Children’s Bible Lessons, 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.

The Mailbox Club

LEGAL NAME

The Mailbox Club, Inc. (TMC)

ADDRESS

404 Eager Road
Valdosta, GA 31602

TELEPHONE

229.244.6812

WEBSITE

mailboxclub.org

MISSION

"To win the children and young people of the world to Christ and help nurture them into spiritual maturity through Bible courses, and into local churches. This is accomplished through direct ministry and by multiplying our efforts through key partnerships and the body of Christ around the world."

GEOGRAPHIC FOCUS

112 countries

STRATEGY

To accomplish its mission, TMC produces Christ-centered materials and provides human resources to train indigenous church members to teach Bible lessons to children worldwide.

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

187

BOARD

4 Seven members

INDEPENDENCE

5 The president serves on the board; the remaining six members are independent.

BOARD DONORS

All seven contributed in 2024.

MEETING FREQUENCY

6 3-4 times per year

SENIOR EXECUTIVE



John Mark Eager grew up around TMC and joined the staff in 1990 to help Child Evangelism Fellowship develop a follow-up program in Eastern Europe.

He became TMC's CEO and president in 1995. Mr. Eager graduated from the University of Georgia with a Bachelor of Science degree in agricultural engineering; he also obtained a Professional Engineer license in civil engineering.

EMAIL

jmeager@mailboxclub.org

AUDITED FINANCIAL STATEMENTS

7 Yes, by Prager Metis CPAs LLC, according to GAAP

TRANSPARENCY

8 **10** Yes, financial statements are provided to the board quarterly and to the public upon request.

ACCOUNTING CONTROLS

9 Yes, internal accounting controls have been implemented.

RESPONSIVENESS

11 Poor—responded to questions in a slow or deficient manner

501(C)(3)

12 September 1972

DONATION DEDUCTIBILITY

Yes, U.S.

LATEST FORM 990 FILING

2024

FOUNDED

13 1965, by George Eager

LEGAL RELATIONSHIP TO OTHER ENTITIES

None

PROGRAM COMPONENTS

✓ BIBLE COURSES: TMC utilizes 21 age-specific Bible courses. The lessons are delivered predominantly through small group Bible studies in churches, clubs, and schools, as well as by mail and over the internet.



Children at a TMC Bible study in a remote village in Bihar, India

✓ TEACHER TRAINING: TMC trains thousands of indigenous church leaders and tens of thousands of volunteers to disciple children using its materials.

STATEMENT OF FINANCIAL POSITION, 12/31/24

Assets	\$6,563,487
Liabilities	\$53,081
Net assets	\$6,510,406
Portion restricted	\$3,971,458

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

STATEMENT OF ACTIVITIES, 1/1/24 – 12/31/24

Revenue	\$8,237,960
Expenses	\$8,219,153
Net income	\$18,807

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

DIFFERENTIATION

✓ CHILDREN-FOCUSED. TMC works almost exclusively to reach children and youth—on a global scale.

✓ MOBILIZATION. TMC expands its impact by training churches, ministry partners, and volunteer mentors to deliver Bible lessons in more than 110 nations.

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

Providing Children's Bible Lessons

PROGRAM PURPOSE

TMC is a single-program ministry; therefore, the program purpose is the same as the organization's purpose, to win the children and young people of the world to Christ and help nurture them into spiritual maturity.

PROGRAM STRATEGY

The program strategy also replicates the organization's strategy. To win the children and young people of the world to Christ and help nurture them into spiritual maturity, TMC develops, produces, and distributes Christ-centered materials and provides human resources to train indigenous church members to teach sequential Bible lessons to children worldwide.

PROGRAM DESCRIPTION

TMC challenges indigenous churches and national leaders to wake up to the spiritual needs of children and youth. It then partners with indigenous volunteers who want to reach children but lack resources to do so. It trains them to



"...the Explorer Book...has taught me that the Lord Jesus is my savior."

Meysita, age 14, Indonesia

evangelize children and provides them with children's Bible lessons. TMC Bible lessons are translated into many languages and written in a way that children can easily understand. Distributing the lessons by hand allows for an interactive learning process that connects the students to godly mentors. Each child is encouraged to come to saving faith in Christ. Subsequent lessons help disciple children into deeper spiritual maturity and involvement in local churches.

TMC leaders remain in contact with

partner ministries for a year and offer ongoing training and encouragement. At the end of the year, one-page summary reports from partners and testimonies from children are collected to review the program's success.

RATIONALE FOR THE STRATEGY

Focusing on the spiritual needs of children and youth fills an important gap, especially in the non-Western world. TMC multiplies its impact because it trains indigenous church members to disciple children, utilizing TMC Bible lessons as a resource. A focused, inexpensive method of training allows for extensive ministry in many young lives.

CURRENT STATUS

Now in over 110 nations, TMC continues its 60-year legacy of leading youth to know Jesus and equipping churches to reach and disciple youth. It has been providing Christ-centered Bible lessons to three million children in the schools of South Sudan at the request of the ministry of education. TMC is serving over 115,000 churches in India this year in order to reach 4.2 million children in the homes

of local believers. TMC started many new translation projects in predominantly Muslim countries during 2022, and these are still underway. By the end of 2024, TMC had lessons translated into over 110 languages.

PROGRAM IMPACT

TMC has received many testimonies of students coming to faith in Christ and gaining a clear understanding of the Bible. Often, once students accept Christ, their families and friends come to Christ as well.

In 2016, TMC independently engaged Calvin Edwards & Company to evaluate the effectiveness of TMC's *Explorer 1* program in India and found:

- ✓ 79.2% of non-believers became believers during the program.
- ✓ There was a 41% increase in those who chose to "live a life pleasing to God."
- ✓ All four outcomes TMC sought to achieve among children improved by at least 36%.

TMC believes its current program generates similar results.

OUTPUTS

- 14 The program generated the following outputs in FY 2024:
 - ✓ 13.6 million students—mostly children—were enrolled in 112 nations.
 - ✓ More than 160,000 churches and almost 679,000 volunteers participated in the discipleship process.

PRIMARY OUTCOME

- 15 The return generated by this program is expressed in terms of the number of **children disciplined**, which is counted as children who complete a series of 10-12 TMC Bible lessons over a period of 4-12 months. The ROI calculation on the following page refers to this outcome.

SECONDARY OUTCOME

- 15 Also, the program generated the following secondary outcome:
 - ✓ **Children indicated decisions for Christ.** Students indicated this through a response to a Bible lesson. The metric associated with this outcome is reported below the ROI calculation on the following page.

EXPENSE TRACKING

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

DONOR REPORTING FREQUENCY

- 17 Annually; major donors may request additional reporting, which TMC provides as available.

DONOR ACCESS

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

Return on Investment Calculation

OUTCOME ACHIEVED

In 2024, TMC’s program, Providing Children’s Bible Lessons, resulted in 10,478,508 children being disciplined. This is defined as a child completing a series of 10-12 TMC Bible lessons over a period of 4-12 months. Each child is awarded a certificate for completing the course.

Outcome	
10,478,508	children disciplined

ESTIMATES & ASSUMPTIONS

Though TMC is a large, international ministry with numerous and diverse partners who operate in a wide variety of cultural contexts, TMC trains its partners to use a standardized method for tracking and reporting data points, including children disciplined. TMC relies on partner reports, which it is unable to independently verify, and it assumes that partners utilize the methods taught by TMC in their collection of data.

DATA COLLECTION METHOD

TMC’s partner ministries and churches report data twice a year and are asked to fill out an online survey about outcomes annually. TMC’s country coordinators direct this process, ensuring that the partner ministries fill out the survey. TMC’s regional directors work with the country coordinators to verify data submitted. This data is passed along to TMC’s headquarters, where it is aggregated to arrive at a global sum.

COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was \$8,219,153. Because TMC operates only one program, the program cost is the same as the overall ministry expenses for the year. It is broken down into 91.0% program expenses, 6.5% fundraising expenses, and 2.5% management and general expenses.

Total Cost of Program	
\$8,219,153	

PARTNERSHIPS & LEVERAGE

TMC partners with churches, ministries, and individuals who receive and utilize TMC materials to teach children and youth about Christ, thus increasing its impact. The contributed supporting partner costs are not included in this analysis as these services are provided free of charge. Thus, donors to TMC benefit by having their gift leveraged through collaboration with supporting partners.

COST PER OUTCOME

Therefore, the cost to TMC per outcome is:

$$\mathbf{\$8,219,153 \text{ program cost} \div 10,478,508 \text{ children disciplined} =}$$

Cost per outcome for the prior two years: 2023: \$0.76; 2022, \$0.68.¹

Cost to TMC Per Outcome	
\$0.78	per child disciplined

RETURN ON INVESTMENT

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

$$\mathbf{\$1,000 \text{ investment} \div \$0.78^2 \text{ cost per child disciplined} =}$$

Return on \$1,000 Investment	
1,274	children disciplined

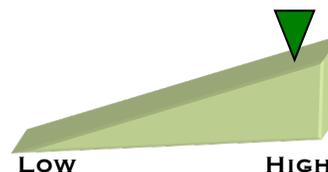
SECONDARY OUTCOME

In addition, the program had the following secondary outcome:

7,146,341 children indicated decisions for Christ

CONFIDENCE RATING

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



¹ Costs for earlier years are as follows: 2021, \$0.82; 2020, \$0.97; 2019, \$0.82; 2018, \$0.89; 2017, \$1.23; 2016, \$1.79; 2015, \$1.54; 2014, \$1.86; 2013, \$2.12.

² The exact number used for this calculation was \$0.7844.

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.

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 (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.