GLOBAL MEDIA
OUTREACH
A Witness To All Nations

2014 Statement of ROI

A DESCRIPTION OF THE RETURN ON INVESTMENT CREATED BY
SHARE, DISCIPLE, CONNECT, A PROGRAM OF GLOBAL MEDIA OUTREACH,
FOR THE YEAR ENDING DECEMBER 31, 2014

Prepared by:

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& COMPANY
Maximizing the Good of Giving

for:

ROI Ministry

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in collaboration with:

Global Media Outreach

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Introduction

ROI Ministry (ROIM) seeks to guide funds towards highly-effective ministries that are reaching the world's poorest people with the good news of the gospel—either through evangelism, discipleship, or mercy ministry. It points donors to ministries that have a high kingdom "return on investment" (ROI) when assessed in light of funds contributed by donors.

The impact that ROIM seeks is to reach the lost with the message of Jesus Christ. Most ministries have multiple programs to carry out their mission. So ROIM considers the ROI on one particular program.

It has identified its "Top 10" ministries that operate programs that reap significant outcomes with the finances entrusted to them. For 2014, the list includes **Global Media Outreach** and its program, **Share, Disciple, Connect**.

In addition to considering kingdom "return," ROIM has adopted standards that "Top 10" ministries should meet. These are presented in Appendix A at the back of this report. 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 engaged CEC to conduct a professional, third-party evaluation and ROI calculation of each "Top 10" ministry program.

Global Media Outreach completed the application process for its program, Share, Disciple, Connect, and it was selected by ROIM from the pool of applicants. This *2014 Statement of ROI,* created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2014 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
Michelle Diedrich, executive director

Email
contact@gmomail.org

Mission
"Present the good news of Jesus Christ online 24/7 and help believers grow in their faith using cutting edge technology, and connect them to Christian communities."

Geographic Focus
Worldwide

Strategy
To present the good news of Jesus Christ online and help believers grow in their faith, GMO presents the gospel—on websites and apps in multiple languages—to millions of people looking for answers about God. It provides personal response and discipleship through online missionaries to new and recommitting believers, and connects them to local Christian communities.

Founded
2004

Legal Relationship to Other Entities
None

501 (c) (3)
June 2007

Donation Deductibility
Yes, U.S.

Statement of Faith
Yes, consistent with historic Christian creeds

Lausanne Covenant
Yes, subscribes to Covenant

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

Senior Executive
Michelle Diedrich has helped lead GMO for the past 11 years. With more than 15 years' experience in the industry, Ms. Diedrich is an expert at working with technology and consumer companies to optimize their marketing efforts. Before going to GMO, she led the marketing efforts at a variety of enterprise software companies.

Board
Yes, seven members

Independence
Two board members are not independent.

Meeting Frequency
Quarterly

Board Donors
Six have contributed within the past 12 months.

Audited Financial Statements
Yes, by CapinCrouse LLP

Accounting Controls
Yes, internal accounting controls have been implemented.

Latest Form 990 Filing
2014

Transparency
Yes, financial statements are made available to the board on a regular schedule and to the public upon request.

Products/Program Services
✓ **Gospel Presentations**—sharing the gospel in unique ways through video, text, and audio via mobile platforms, 200 websites, and apps in 26 languages

Seekers can access GMO's online gospel presentations in 26 languages

✓ **Disciple & Connect**—nearly 7,000 volunteer online missionaries use GMO's secure response system to respond to seekers who need help to grow in their faith in God and to connect them on the ground

✓ **GodLife.com**—a discipleship mobile and desktop site that provides resources to help believers learn about God. Social media is a key component of GodLife.com.

✓ **Mobile Apps**—apps designed to guide people in their initial discipleship journey with Christ

Number of Paid Staff
44

Balance Sheet, 08/31/14

Assets	$2,817,078
Liabilities	$537,968
Net assets	$2,279,110
Portion restricted	$121,537

Income Statement, 9/1/13 – 08/31/14

Revenue	$10,218,184
Expenses	$10,231,131
Net income	($12,947)

Ministry Uniqueness
GMO presents the gospel in multiple languages to millions of people all over the world who are looking for answers about God online. They disciple believers through online missionaries and connect seekers to churches and Christian communities in-country.

ROI recognizes that at times high-performing ministries do not meet all of its standards for various reasons.
● ROI Standard met ◆ ROI Standard needs attention

Share, Disciple, Connect

PROGRAM STRATEGY

GMO provides online access to the gospel message and personal direct communication with online missionaries, as well as access to online discipleship resources, like videos, blog posts, and articles to help believers grow in their faith, followed by connection to churches and Christian community on the ground.

PROGRAM DESCRIPTION

The four program services described on page 1 are all elements of Share, Disciple, Connect. GMO places online ads on websites and mobile phones to direct seekers to online gospel presentations on GMO websites or other platforms. Seekers are presented with a gospel presentation in their language, in a culturally relevant context, and the opportunity to pray to accept Jesus Christ as Lord and Savior. They can then indicate by clicking "Yes" or "No" if they prayed to accept Christ. Seekers who click "Yes" or "No" are presented with options to connect with an online missionary, download a Bible, and access discipleship resources. A trained online missionary receives the request to connect and reaches out via email/social media or text message with prayer, resources, and biblically sound answers to questions. Seekers are encouraged to respond and continue to ask questions. Online missionaries also help seekers find a local church or mission organization if needed.

RATIONALE

There are millions of people in the world who have never heard about Jesus, and he calls Christians to go and make disciples of all nations. In response to the Great Commission, GMO provides the Share, Disciple, Connect program. It is a cost-effective and efficient way to share the gospel and provide initial discipleship and church connection.

| In real time so far TODAY... | 🟢 Gospel Visits 469,755 | 🟢 Indicated Decisions 45,458 | 🟢 Discipleship 38,476 |

GMO has a map on its website GreatCommission2020.com that shows in live action as people visit its websites, make decisions for Christ, and continue in online discipleship

CURRENT STATUS

GMO is expanding its discipleship programs and has begun to develop apps and other technologies to share the gospel in new ways. Additionally it is developing on-the-ground partnerships with local Christian communities globally for ongoing discipleship and follow-up.

PROGRAM IMPACT

Share, Disciple, Connect gives people who are seeking and open to the gospel the opportunity to accept Jesus as their Savior through technology. Nearly one million people a day are reached with the gospel, and follow-up is safe and secure.

OUTPUTS

GMO generated the following outputs for the program in 2014:

✔ 29,282,845 initial interactions with GMO discipleship content, including: discipleship website visits, discipleship app downloads, and Bible downloads

✔ 7,000 volunteers located in 137 countries responding in 26 languages

PRIMARY OUTCOME

The return generated by this program is expressed in terms of people indicating a decision to receive Christ as their Lord and Savior, as self-indicated on a gospel presentation webpage. The ROI calculation on the following page refers to this outcome.

OTHER OUTCOMES

GMO also counts the number of discipleship activities, scripture engagements, and connections to a church or Christian community in-country.

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 to analyze results.

RELATIONSHIP TO OTHER MINISTRY INITIATIVES

The Share, Disciple, Connect program is the heart of GMO's ministry.

DONOR REPORTING FREQUENCY

Monthly

DONOR ACCESS

Yes

EXPENSE TRACKING

Costs associated with program outputs and outcomes are tracked.
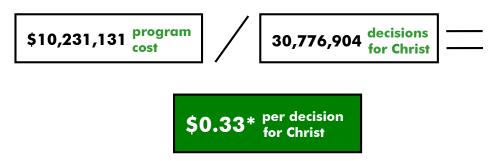
Return on Investment Calculation

In 2014, GMO's program Share, Disciple, Connect that uses online platforms to present the gospel, disciple believers, and connect them with a local Christian community resulted in: **30,776,904 indicated decisions for Christ.**

An indicated decision for Christ is defined as: a respondent clicking "Yes" indicating that he/she has read the gospel presentation webpage and has made a decision to personally accept Christ.
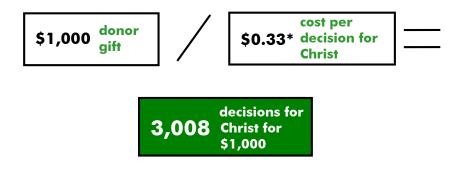
The program cost to do this was: **$10,231,131**

The program cost is the same as the ministry's total fiscal year 2014 expenses. It is broken down into approximately 81% program expenses, 15% fundraising expenses, and 4% management and general expenses.

Therefore, the cost per outcome is:

$10,231,131 program cost	/	**30,776,904** decisions for Christ	——

$0.33* per decision for Christ

If a donor were to invest $1,000 into this program, he or she could expect the following result:

$1,000 donor gift	/	**$0.33*** cost per decision for Christ	——

3,008 decisions for Christ for $1,000

In addition, the program had the following secondary outcomes:

1,038,275 discipleship contacts

A new contact is defined as a person that directly engages with an online missionary volunteer for the first time.

Rounded to the nearest penny. When the return on investment was calculated, a more precise number was used.

ROI Ministry Standards

ROI Ministry has established 17 standards—12 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.

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 & Transparency
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 makes its financial statements or Form 990 available to the public.
10. The organization has implemented internal accounting controls to prevent and detect fraud and financial misstatements.

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

Standards for the Program

Program Effectiveness
13. Outputs for the program are measured and reported to its donors.
14. Outcomes for the program are identified and efforts are made to measure or estimate them.
15. Costs associated with program outputs and outcomes are tracked.

Reporting & Access
16. The organization reports to its donors on the program's progress and performance at least semi-annually.
17. The organization provides donors access to the program's operations.

ROI Ministry used the professional services of Calvin Edwards & Company, a philanthropic advisory firm in Atlanta, GA, to develop these standards. (March 2014, v.1.0)

Principles for Calculating Return on Investment

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 will also be 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; in the event that 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.