

# 2022 Statement of ROI

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THE RETURN ON INVESTMENT CREATED BY **ONLINE EVANGELISM**,  
A PROGRAM OF **GLOBAL MEDIA OUTREACH**,  
FOR THE FISCAL YEAR ENDING AUGUST 31, 2022

Prepared by:

CALVIN EDWARDS  
& COMPANY

*Maximizing the Good of Giving*



for:

**ROI Ministry**

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in collaboration with:

**Global Media Outreach**

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**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 2023, 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 4 indicates CEC’s estimated confidence that the ROI calculation is reasonably accurate. It is based on (i) verification of the organization’s claims about complying with standards, and (ii) analysis of the quality of the data and its collection method.

Global Media Outreach completed the application process for its program, Online Evangelism, and was selected by ROIM from a pool of applicants. This *2022 Statement of ROI*, created by CEC, constitutes an independent verification that the program efficiently and effectively used funds in 2022 to reach the lost with the gospel.



## Global Media Outreach

**LEGAL NAME**

Global Media Outreach (GMO)

**ADDRESS**Post Office Box 208867  
Dallas, TX 75320-8867**TELEPHONE**

972.975.9444

**WEBSITE**

www.globalmediaoutreach.com

**EMAIL**

contact@gmomail.org

**MISSION**

"Leverage technology to invite all people to know Jesus Christ as Savior and grow in a personal relationship with Him."

**GEOGRAPHIC FOCUS**

Worldwide

**STRATEGY**

To invite all people to know Christ as Savior and grow in Him, GMO uses websites and social media to present the gospel in 13 primary languages to millions every week who are searching for answers about God and life's circumstances. GMO also gives seekers and new believers the opportunity to receive discipleship content and to connect with a volunteer online missionary who can disciple them.

**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**

30

**BOARD**

4 Six members

**INDEPENDENCE**

5 All board members are independent.

**BOARD DONORS**

All board members have contributed within the past 12 months.

**MEETING FREQUENCY**

6 Four times annually

**SENIOR EXECUTIVE**

As CEO and president, Jeff Gowler is responsible for daily operations as well as leading and shaping

the vision of GMO. Previously, Mr. Gowler was executive vice president of operations at a Fortune 500 company, executive director of marketing and development for Every Home for Christ, and an entrepreneur.

**AUDITED FINANCIAL STATEMENTS**

7 Yes, by CapinCrouse, LLP, according to GAAP

**TRANSPARENCY**

8 10 Yes, the chairman of the board and the finance committee chair receive financial statements monthly. The full board receives financial reports quarterly, and the audited financials are available on GMO's website.

**ACCOUNTING CONTROLS**

9 Yes, internal accounting controls have been implemented.

**RESPONSIVENESS**

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

**501(C)(3)**

12 June 2006

**DONATION DEDUCTIBILITY**

Yes, U.S.

**LATEST FORM 990 FILING**

2022

**FOUNDED**

13 2004

**LEGAL RELATIONSHIP TO OTHER ENTITIES**

None

**PROGRAM COMPONENTS**

- ✓ **ONLINE EVANGELISM**—GMO's online evangelism websites reach millions of people weekly.
- ✓ **SPIRITUAL GROWTH**—GMO offers seekers and new believers multiple opportunities for spiritual growth and discipleship.
  - They can connect with one of thousands of volunteer online missionaries in 94 countries who are able to disciple new believers across six primary categories: salvation, Holy Spirit, prayer, Bible, church, and sharing faith.
  - They can receive comprehensive discipleship content on GodLife.com, ExploreGod.com, and other language sites and social media.
  - They can download Bible apps.



GMO ran several successful video ads in multiple languages, including World Cup ads, the Reach America campaign, and a campaign to reach individuals with a Muslim background.

**STATEMENT OF FINANCIAL POSITION, 08/31/22**

Assets	\$6,273,743
Liabilities	\$473,630
Net assets	\$5,800,113
Portion restricted	\$1,136,555

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

**STATEMENT OF ACTIVITIES, 9/1/21 – 8/31/22**

Revenue	\$11,452,504
Expenses	\$8,692,314
Net income	\$2,760,190

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

**MINISTRY UNIQUENESS**

GMO not only shares Jesus online, but also provides discipleship through volunteer online missionaries and automated discipleship content.

## Online Evangelism

### PROGRAM PURPOSE

Global Media Outreach is a single-program ministry; therefore, the program purpose is the same as the organization's purpose: to give everyone on earth multiple opportunities to know Jesus Christ as Savior and grow in their new faith.

### PROGRAM STRATEGY

The program strategy also replicates the organization's strategy. GMO presents the gospel in 13 primary languages to millions weekly who are searching for answers about God and life's circumstances, using Google and social media. New believers are disciplined by volunteer online missionaries, or they can receive automated discipleship content.

### 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



GMO ran ads during the World Cup in English, Spanish, and Portuguese with a former professional soccer player who is now a pastor.

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.

### RATIONALE FOR THE STRATEGY

Use of the internet allows GMO to safely and cost-effectively 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 who are fluent in the respondents' languages provide person-to-person contact and communication—key elements of effective evangelism and discipleship.

### CURRENT STATUS

Online evangelism is a mature program of a mature organization. Nonetheless, as a ministry that works through technology, GMO must adapt and evolve to

effectively reach people where they engage online. GMO has added additional languages and additional channels, such as WhatsApp, in the last few years.

### PROGRAM IMPACT

GMO shares the gospel worldwide approximately 400,000 times daily. Since 2004 the organization has presented the gospel over 2.5 billion times and has received over 21 million new contacts.

### OUTPUTS

**14** The program generated the following outputs in FY 2022:

- ✓ 140,305,420 gospel presentations
- ✓ 1,107,918 new contacts

### PRIMARY OUTCOME

**15** The return generated by this program is expressed in terms of **indicated decisions for Christ**. This action is self-indicated on gospel presentation webpages. The ROI calculation on the following page refers to this outcome. Please note that not all gospel presentations allow for an opportunity to indicate a decision because of the limitations of the internet platforms used. In many cases, individuals go from seeing a gospel presentation directly to becoming a new contact.

### SECONDARY OUTCOMES

**15** The program also generates the following secondary outcomes<sup>1</sup>:

- ✓ **Received Gospel Presentations.** A gospel presentation is tracked when the seeker clicks on an ad, follows the link to one of GMO's websites and loads the entire page of content, or watches one of its gospel presentation videos native to the social media platform.
- ✓ **Follow-ups Requested.** A follow-up request occurs when an individual sees an online gospel presentation, fills out a form, provides contact information, and directly engages with an online missionary for the first time, or, alternatively, when an individual signs up to receive automated discipleship content.

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

### EXPENSE TRACKING

**16** GMO tracks costs associated with program outputs and outcomes.

### DONOR REPORTING FREQUENCY

**17** Monthly

### DONOR ACCESS

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

<sup>1</sup> Gospel presentations and new contacts qualify as *outputs* because they involve actions undertaken or facilitated by GMO. They concurrently indicate successful *outcomes* because individuals receive gospel presentations and request follow-ups indicating interest generated from a presentation.

## Return on Investment Calculation

### OUTCOME ACHIEVED

In the 2022 fiscal year, GMO’s program, Online Evangelism, resulted in 12,492,048 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.

Outcome	
<b>12,492,048</b>	indicated decisions for Christ

### 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 data visualization software tool (Tableau) to analyze results.

### COST OF ACHIEVING THE OUTCOME

The cost to achieve this outcome was \$8,692,314. Because GMO operates only one program, the program cost is equal to the ministry’s total FY 2022 expenses. GMO allocates its expenses by function. In 2022, expenses were broken down into 73.4% program expenses, 20.4% fundraising expenses, and 6.2% management and general expenses.

Total Cost of Program	
<b>\$8,692,314</b>	

### COST PER OUTCOME

Therefore, the cost per outcome is:

$$\text{\$8,692,314 program cost} \div \text{12,492,048 indicated decisions for Christ} =$$

CEC calculated GMO’s cost per outcome for prior years: 2021, \$0.45; 2020, \$0.39; 2019, \$0.37; 2018, \$0.50; 2017, \$0.67; 2016, \$0.64; 2015, \$0.37; 2014, \$0.33; and 2013, \$0.12.

Cost Per Outcome	
<b>\$0.70</b>	per indicated decision for Christ

### RETURN ON INVESTMENT

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

$$\text{\$1,000 investment} \div \text{\$0.70}^2 \text{ cost per indicated decision for Christ} =$$

### SECONDARY OUTCOMES

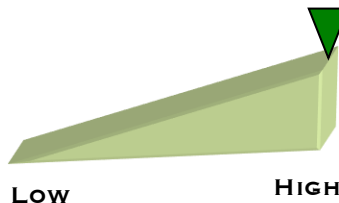
In addition, the program had the following secondary outcomes:

**140,305,420 received gospel presentations & 1,524,088 follow-ups requested**

Return on \$1,000 Investment	
<b>1,437</b>	indicated decisions for Christ

### CONFIDENCE RATING

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



<sup>2</sup>The exact number used in this calculation was 0.6958.





## 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 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 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. Partner expenses from leveraged partnerships are noted when they occur but are not included in the calculation.
7. 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%)
8. 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 10 below).
9. All financial numbers are derived from the ministry’s financial statements; if estimates are used, those estimates are based on financial statements.
10. 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.