

2024 Statement of ROI

THE RETURN ON INVESTMENT CREATED BY **ONLINE EVANGELISM**,
A PROGRAM OF **GLOBAL MEDIA OUTREACH**,
FOR THE FISCAL YEAR ENDING AUGUST 31, 2024

Prepared by:

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Maximizing the Good of Giving



for:

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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 2025, 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’.

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 Global Media Outreach 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 Global Media Outreach’s reported alignment with ROIM standards to be reliable. This alignment is indicated on pages 2 and 3 with numbered, colored symbols.

Global Media Outreach completed the application process for its program, Online 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.

Global Media Outreach

LEGAL NAME

Global Media Outreach (GMO)

ADDRESS

Post Office Box 208867
Dallas, TX 75320-8867

TELEPHONE

972.975.9444

WEBSITE

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 fulfill its mission, GMO uses websites and social media to present the gospel in multiple languages to millions every week who are searching for answers about God and life's circumstances. It also gives people the opportunity to receive discipleship content and connect with an 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

33

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



Jamie Radtke is the CEO and president of GMO. With an IT and business consulting background, her 30+ years of leadership experience spans corporate, nonprofit, and public sectors. Jamie was president of Explore God, which merged with GMO in 2021. She has a master's degree in public policy from William & Mary.

AUDITED FINANCIAL STATEMENTS

7 Yes, by CapinCrouse LLP, according to GAAP

TRANSPARENCY

8 10 Yes, the board chair and finance committee chair receive financial statements monthly; the board receives them quarterly. Audited financials are available on its website.

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 June 2006

DONATION DEDUCTIBILITY

Yes, U.S.

LATEST FORM 990 FILING

2023

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 the thousands of volunteer online missionaries in 100 countries who can disciple people 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.



GMO ran a new campaign, *The Story of God*, aimed to reach people early in their spiritual journey and open their hearts to the glory of God's plan.

STATEMENT OF FINANCIAL POSITION, 08/31/24

Assets	\$4,261,252
Liabilities	\$314,395
Net assets	\$3,946,857
Portion restricted	\$993,098

Source: Audited financial statements

A Statement of Financial Position is the balance sheet of a nonprofit organization.

STATEMENT OF ACTIVITIES, 9/1/23 – 8/31/24

Revenue	\$11,107,308
Expenses	\$12,235,879
Net income	\$(1,128,571)

Source: Audited financial statements

A Statement of Activities is the income (or profit & loss) statement of a nonprofit organization.

DIFFERENTIATION

✓ **NIMBLE.** With technology key to its mission, GMO has continued to adapt for 20 years to effectively reach people where they engage online and on social media.

✓ **WIDE AND DEEP.** GMO not only shares the gospel broadly, but it also works to develop and deepen the faith of those who respond to the message.

Online Evangelism

PROGRAM PURPOSE

Global Media Outreach is a single-program ministry. Therefore, the purpose of the program is the same as that of the organization: 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 on the internet and social media for answers about God and life's circumstances. New believers are discipled by volunteer online missionaries, or they can receive automated discipleship content.

PROGRAM DESCRIPTION

GMO places ads on search engines, websites, and social media channels to direct seekers to a gospel presentation

TOUR STOP 4

RUNNING THE RACE IN EUROPE

For several weeks, millions came together to watch one of the largest international sporting events in the world: the Olympics! We teamed up with Athletes in Action and the Jesus Film Project to share the testimonies of three elite athletes through online ads in English, Spanish, and Portuguese.



Paris Olympics Ad Campaign, featuring three elite athletes who shared their testimonies

Seekers are encouraged to continue to respond and ask questions.

RATIONALE FOR THE STRATEGY

The 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 800,000 times daily. Since 2004, the organization has presented the gospel over 2.7 billion times and has received over 23 million new contacts.

OUTPUTS

14 The program generated the following outputs in FY 2024:

- ✓ Total gospel reach (defined below): 258,935,689
- ✓ New contacts: 2,316,272

PRIMARY OUTCOME

15 The return generated by this program is expressed in terms of **indicated decisions for Christ**. An indicated decision for Christ occurs when an individual indicates a choice to accept Christ as Savior through a conversation with an online missionary, an online form submission, or another online outreach tool. The ROI calculation on the following page refers to this outcome. Note that not all gospel presentations allow for an opportunity to indicate a decision because of the limitations of the media 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 outcomes¹:

- ✓ **Gospel reach.** A gospel reach is a tracked presentation of the gospel message to an individual through an ad, ministry site, video, or other online outreach content.
- ✓ **New contact.** A new contact occurs when an individual: (i) sees an online gospel presentation, fills out a form, provides contact information, and directly engages with an online missionary for the first time, or, (ii) 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

¹ Total gospel reach and new contacts qualify as outputs because they involve actions undertaken or facilitated by GMO. They concurrently indicate successful outcomes because individuals encounter gospel presentations and request follow-ups, indicating further interest.

Return on Investment Calculation

OUTCOME ACHIEVED

In the 2024 fiscal year, GMO's program, Online Evangelism, resulted in 24,725,659 indicated decisions for Christ. An indicated decision for Christ occurs when an individual indicates a choice to accept Christ as savior by one of three actions: (i) clicking a button, (ii) submitting an online form, or (iii) verbally affirming this with an online missionary.

Outcome
24,725,659 indicated decisions for Christ

ESTIMATES & ASSUMPTIONS

GMO uses digital technology to quantify its outcome and does not use estimates or assumptions. GMO seeks to control for online bot activity and individuals who indicate a decision more than once.

DATA COLLECTION METHOD

GMO's online system tracks the number of visits and the activity of each person on its websites, including decisions for Christ indicated by clicking a button or filling out a form. Online missionaries record indicated decisions for Christ that result from their interaction with individuals. 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 \$12,235,879; this amount is less than it might be because of GMO's use of volunteer online missionaries. Because GMO operates only one program, the program cost is equal to the ministry's total FY 2024 expenses. GMO allocates its expenses by function. In FY 2024, expenses were broken down into 81.4% program expenses, 12.5% fundraising expenses, and 6.1% management and general expenses. All three categories are included in the calculation.

Total Cost of Program
\$12,235,879

PARTNERSHIPS

Some of GMO's outcomes were a result of supporting partnerships with Athletes in Action and Jesus Film Project for its Paris Olympics Ad Campaign, which served to increase GMO's impact. The contributed supporting partner costs are not included in this analysis, as services were provided free of charge.

COST PER OUTCOME

Therefore, the cost to GMO per outcome is:

$$\$12,235,879 \text{ program cost} \div 24,725,659 \text{ indicated decisions for Christ} =$$

Cost per outcome for the prior two years: 2023: \$0.58; 2022, \$0.70.²

Cost to GMO Per Outcome
\$0.49 per indicated decision for Christ

RETURN ON INVESTMENT

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

$$\$1,000 \text{ investment} \div \$0.49^3 \text{ cost per indicated decision for Christ} =$$

Return on \$1,000 Investment
2,020 indicated decisions for Christ

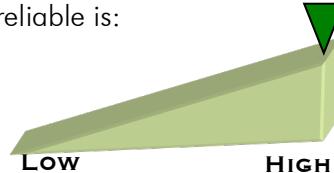
SECONDARY OUTCOMES

In addition, the program had the following secondary outcomes:

201,857,629 total gospel reach & 2,316,272 new contacts

CONFIDENCE RATING

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



² Costs for earlier years are as follows: 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.

³ The exact number used in this calculation was 0.4949.

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.