

Annual Report 2011

Impact

Campus Ministries

Impact the U. Impact the World.

DO YOU
LIKE
DREAMING
BIG?

Looking to the Harvest with Eyes Wide Open

A message from Impact's Board

I tell you, open your eyes and look at the fields! They are ripe for harvest. Even now the reaper draws his wages, even now he harvests the crop for eternal life...
John 4:35b-36a

Jesus' words were true then, and they continue to be true today. With over 19 million spiritually-inquisitive students attending over 4,000 colleges and universities across the United States today, the fields have never been more ripe for the harvest.

The university setting is a place of discovery - an opportunity to explore new ideas. Students often make some of the most important decisions of their lives while immersed in the collegiate world. These decisions will determine the student's futures - their careers, their social circles, their beliefs.

Impact Campus Ministries is about dreaming of the future for these young people and the world that they will one day lead. We understand that the influence we can have on a young life today will translate into new realities for the kingdom of God tomorrow.

This past year, we have made important steps toward building a foundation for the future. We are dreaming big. We see Impact expanding to these 4,000 locations. We see these 19 million and know that God loves them and longs for them to know Him. We see the harvest fields and they are ripe, ready for us to send workers into the field.

Join us in our journey with God. Together, with Him as our guide, we can make a difference. We can impact the U(niversity). We can impact the world!

Dr. George Johnson, Chair
Executive Director
The Christian Evangelistic Association

Stephen Edwards, Secretary
Executive Director
Intermountain Church Planters Assn.

David Sewell, Treasurer
Financial Services Industry
His House at MSU Alumni

Dr. Edward Cook, PhD
Neuropsychology, Lansing MI
His House at MSU Alumni

He told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into His harvest field. ~Luke 10:2

Henry Ford once said, "Obstacles are those frightful things you see when you take your eyes off the goal." I suppose I'm a bit biased (Ford is a distant relative of mine), but I must agree - success comes as we keep our focus on the prize.

This past year has been a tremendous success; not because of any particularly sensational accomplishment, but because we have kept our focus on the end goal and have taken necessary steps along the path to success. Our mantra has been: *Fully-Funded Staff and Fully-Staffed Teams*. No, not a particularly glamorous idea, but it was the first step we needed to take as an organization in order to move toward effectiveness in campus ministry.

As you'll see from our financial reports, we have indeed made good progress toward reaching this goal. We have staff who are now "fully-funded" and staff who are making great strides in this area. We are, financially, much stronger today than we were a year ago. We have hired more campus ministers, which means that 5 of our 7 teams now have multiple staff members. And as you'll see from the testimonies we have included, our campus ministers are reaching students in an effective way for Christ, making life-long disciples. For all of these accomplishments we give God the praise and glory.

Impact's mission to **pursue, model and teach intimacy with God on the university campus** springs forth from the belief we have as an organization that keeping our eyes fixed on the goal (Jesus, as the Author and Perfecter of our faith), produces good fruit. He has led us on this path, and He will complete the good work He has started through Impact. For this reason, we look with great anticipation to the coming year, and the success we will experience, as we focus on Him.

Bill Westfall
President and Director of Ministry Development

Eyes Focused on the Goal

A message from ICM's Development Team

**STATEMENT OF FINANCIAL POSITION
as of June 30, 2011**

Assets	
Cash	\$111,684
Prepaid Expenses	\$2,724
Total Current Assets	<u>\$114,408</u>
Office Equipment	\$6,956
Accumulated Depresion	-\$348
Total Equipment	<u>\$6,608</u>
Total Assets	<u>\$121,016</u>
Liabilities and Net Assets	
Accounts Payable	\$442
Total Liabilities	<u>\$442</u>
Unrestricted Funds: Operational	\$8,053
Unrestricted Funds: Programming	<u>\$112,521</u>
Total Unrestricted Net Assets	<u>\$120,574</u>
Total Liabilities and Net Assets	<u>\$121,016</u>

ICM's financial statements were compiled by an independent CPA.

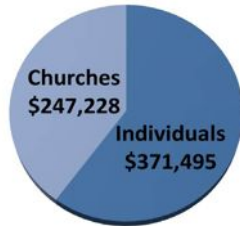
Impact would like to thank the 84 Churches and 556 individuals that have given so generously to the cause of campus ministry.

**STATEMENT OF ACTIVITIES
for the year ended June 30, 2011**

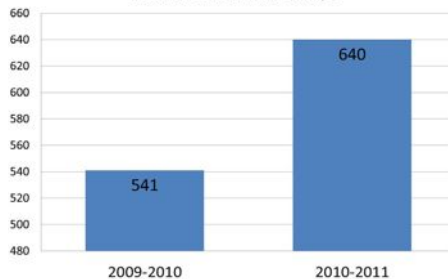
Changes in Unrestricted Net Assets	
Support from Contributions (Unrestricted)	
Contributions from Churches	\$247,228
Contributions from Individuals	<u>\$371,496</u>
Total Support from Contributions	<u>\$618,724</u>
Expenses	
Program Services	
Salary and Benefits	\$234,955
Campus Ministry Expenses	<u>\$59,770</u>
Total Program Expenses	\$294,725
Supporting Activities	
Fundraising Expenses	\$48,249
General and Administrative Expenses	<u>\$155,176</u>
Total Administration Expenses	\$203,425
Total Unrestricted Expenses	<u>\$498,150</u>
Change in Unrestricted Net Assets	<u>\$120,574</u>

Donor Relationships

ICM is pleased to report that 84 churches and 556 individuals (non-church giving units) from 38 states have made financial



contributions to our work during the 2010-2011 fiscal year. Our focus this past year on helping our ministerial staff reach full support enabled us to partner with 293 first-time donors. We also re-established relationships with 16 donors (those who gave for the first time in over a year), and

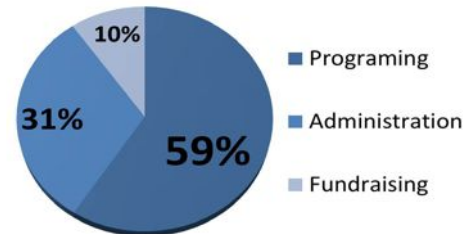


solidified relationships with 130 donors who increased their giving over the previous year.

Some other interesting data: The size of gifts to Impact ranged widely, from \$5 to \$30,300. Donors gave an average of 5.7 gifts during the year, with individuals averaging \$668/yr. and churches averaging \$2943/yr. The most common gift received was \$100.

How we utilized our funds

During the first year of operation, after the separation from Impact Ministries International and restructuring, ICM has focused a great deal of energy and resources on establishing a solid financial footing for the organization. As a result, Administration Expenses (expenditures that indirectly relate to accomplishing our mission of campus ministry) were 31% of total expenses and Fundraising Expenses (expenditures for the purpose of maintaining current donor relationships and building new relationships with potential donors) were 10% of total expenses.



Program Expenses are defined as any expenditure that directly relates to accomplishing our mission of campus ministry, which accounted for 59% of Impact's overall spending. These funds enabled the work of 15 campus ministry staff, working in 7 teams throughout the USA, ministering on 18 different campuses.

Moving forward, it is our desire to see a continually higher percentage of our expenditures going toward the purpose of fulfilling our mission (Program Expenses). However, ICM is also very interested in expanding our ministry to the 4,000 campuses across the USA. This will take significant efforts in fund-raising and organizational oversight. Our ultimate

goal is to walk a fine balance of using the funds God has entrusted to us for the advancement of His Good News as well as providing a healthy level of administrative support for our field workers.

Unrestricted Funds

ICM solicits contributions from donors with the understanding that ICM maintains complete discretion and control over the use of all donated funds, in accordance with IRS regulations. Our commitment is to honor the intent of the donor when a gift is made to ICM, and to communicate openly and honestly with donors. We will not knowingly accept any donations where the donor's intent cannot be honored.

With that said, our fund balance is "unrestricted." At the end of the fiscal year, ICM had \$120,574 in unrestricted net assets. \$112,521 of this balance is currently earmarked for our campus ministry staff, while \$8,053 is earmarked for our General Fund and our organizational operating expenses.

HEAR ABOUT their **journey**

Impact exists to **pursue**,
model and **teach** intimacy
with God...

...on the American university

in Christian community.

Pursue

God wasn't a priority in my life. Almost immediately after meeting Tommy and Jennifer, I began to feel a difference in my spiritual walk with God. Thanks to the influence of everyone at ImpactU, I have now joined a church and am beginning a Bible study. I feel like **this is the closest I have been with God** in my entire life.
~CAITLIN



Model

Our weekly Bible study nights are so encouraging! It's amazing **to watch students share their lives...** each night the group learns something new together and everyone takes away something different."
~KASSIDY

Teach

I'm currently **working with adults** who struggle with addiction, providing both group and individual therapy. God has truly worked in my life in various ways throughout this past year"
~ASHLEY (Recent Graduate)



Pursue

As a Sophomore, I look forward to my time with Impact as it will **strengthen my faith, desire, and willingness to be used by God** in the future. I hope to introduce people to the love of God and the hope of His salvation. ~ LIZA



Model

I have one of the best testimonies. I grew up in a stable home with two God-loving parents. I attended a church and high school that taught me to love Christ more than anything. In college, God directed me to Impact Campus Ministries, where I was **shown how to actively live my faith**, as well as meet the very people who would make an eternal impression on my life. ~DYLAN

Teach

Becoming involved with Impact has provided me with solid relationships as well as opportunities for growth. God has been stretching me to push my limits and not be content to just be comfortable. He has been **teaching me not only to love others, but to love Him more intimately.**
~LINDSAY



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