

Annual Report 2020



IMPACT
campus ministries
Impact the U. Impact the World.

ImpactTheU.com

Another year has come and gone, but it certainly doesn't feel like just another year. As we learn how to do **a new kind of campus ministry** on a largely vacant college campuses, looking back at how we spent our finances in one of the last "normal" fiscal years is somewhat nostalgic. We want to invite you to reflect with us on what God did pre-COVID through Impact last year.

Fortunately, even these troubled times are not completely disorienting because of the hard work leaders (past *and* present) have done to solidify the culture of Impact Campus Ministries. While our context changes, our **why** never does. We believe that if you **Impact the U**, you **Impact the World**. Whether online or in person, impacting college students is the reason we get up every morning. And we know how to make that impact—we **pursue, model, and teach** intimacy with Christ, whether that's over Zoom or from a distance.

Our **values** are also unchanged. ICM has six core values that have served as the foundation of our organizational culture for some time. In the pages that follow, we want to share those six values with you and show you how they are reflected in the way we spent the money you generously donated to our work last year.

We are grateful for your continued support of our ministry, this year more than ever.

Marty Solomon
President and Director of Discipleship



PASSION

We value "passion for God." We are committed to prayer and being obedient to God's Word, the Bible. In September 2019, Impact Albany hosted a **prayer journey**. Staff, students, alumni, and local churches gathered to pray and see what God is doing on **four local campuses**.

\$6,862
PRAYER JOURNEYS



We firmly believe prayer must be the **foundation** of everything we do. Prayer is how we listen to God, and how He aligns us to **His will**.



\$667
PERSONAL RETREAT DAYS



Staff take a mandatory retreat day each month to focus on disciplines and to promote strong spiritual health throughout our ministry.

\$1,896
STUDENT RETREATS



This is what our donors contributed beyond what students paid out of pocket.

\$6,859
SABBATICALS



"Walking alongside Jill as she has disciplined me over the past couple years has shown me that, although I am far from perfect and still have much to learn, I have a loving, merciful Father who reveals Himself more and more each time I encounter the Text."

– **Gabby**
Indiana University
South Bend student

COMMUNITY

CHARACTER

We value community with one another. We believe God created community (fellowship) and commands us to live in it with one another—holding each other accountable and doing ministry in teams.

We value high character and integrity. We believe our staff should reflect God’s character as His representatives in the world.

\$22,202

ALL-STAFF CONFERENCE



\$20,776

STUDENT ACTIVITIES



e.g., worship, games, painting, student meetings, discipleship

\$1,603
BOOKS AND RESOURCES



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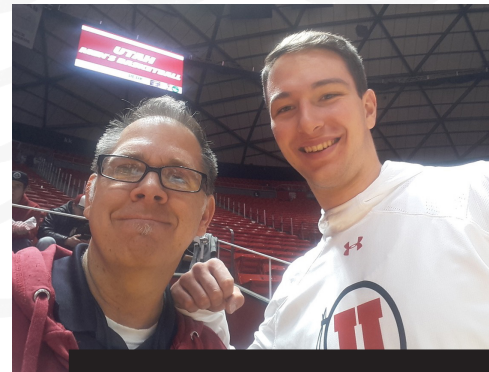
STAFF WORKING DIRECTLY WITH STUDENTS



\$501,647
STAFF SALARIES

The work of discipleship is ultimately about people. It’s impossible to teach the value of character to the leaders of tomorrow without having them see it in the leaders of today. This is why one of our largest investments is—and always will be—in the people who do the work of discipleship.

Our annual **All-Staff Conference** is an important time for us as a staff. It is a time to be encouraged and challenged. We always build some fun time into our schedule to simply enjoy each other’s company. This year some staff members went to the beach, some visited Kennedy Space Center, and others relaxed together at the retreat center.



“One of my favorite student athletes on the University of Utah Men’s Basketball team has been forward Marc Reininger, who recently graduated. Walking alongside Marc during his time at the ‘U’ has been a blessing. He has been around our ministry on campus, along with being in our home several times and speaking at our church. But praying with Marc on and off the court has been the highlight!”

– Tommy White
Lead Campus Minister, Salt Lake City



EXCELLENCE

We have a deep appreciation for all of our financial partners. It is our desire to do our best to **communicate** with those donors clearly and consistently. This means printing, folding, stuffing, and mailing **thousands of letters, annual reports, and newsletters** to share how each donor is making a difference on the college campus.

\$4,557
NEWSLETTERS



\$27,495
BOOKKEEPING



\$1,185
ACCOUNTABILITY



\$16,537
SUPPORT RECRUITING



\$2,187
FUNDRAISER TRAINING



\$3,500
ACCOUNTING AUDIT



\$11,709
DONOR RETENTION



CHURCH

We value connection with the **local church**. We believe we should be connected to the church in obedience to Christ's desires for us, as well as to **maintain our spiritual vitality**.

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CHURCHES PARTNERING



Our ministry at **Florida Gulf Coast University** has created several opportunities to partner with local churches. A handful of women from these churches meet weekly with female students who desire to be spiritually mentored. A group from Anchor Christian Church and other local congregations **spent time praying on campus** before students arrived for the school year.



\$25,252
CAMPUS MINISTRY DEVELOPMENT



Campus ministry doesn't develop in a vacuum. It takes a lot of **teamwork** with churches and additional partners. We spend resources to buy plane tickets, pay for lunches, and any other efforts that help us **build these partnerships**.



COMPASSION

We value compassion for people. We are committed to loving others, giving grace, and living in unity as a response to the love and grace God has shown us.

\$1,280
MEMBER CARE



e.g., counseling, flowers, books, and gift cards



Last fall, one of our staff members lost her mother-in-law to cancer. We sent some flowers to the family to express our love and condolences. It was a **much larger arrangement** than we anticipated, which brought lots of smiles and laughs to the family. The mums brought joy and comfort for **months to come** as they continued to bloom.

\$3,360
HAITIAN COLLEGE FUND



Our Florida ministries have often taken trips to serve places of need in Haiti. Students and alumni from these ministries give regular gifts to help send Haitian children to college.



\$2,180
STAFF & BOARD GIFTS



ICM teammates like to say “thank you” and encourage each other. We spent this amount doing so in the last fiscal year.

So that’s an example of how these numbers break down into meaningful ministry, making an impact on our college campuses. As we do every year, we also want to show you the financial breakdown of “big picture” income and expenses.

	2020–19	2019–18	2018–17	2017–16
Support & Revenue	1,174,515	1,146,802	1,031,856	965,148
Program Services Expenses	929,040	884,451	852,684	578,363
Fundraising Expenses	72,165	67,693	88,158	88,572
General & Administrative Expenses	104,879	92,801	108,020	130,429
Total Expenses	1,106,084	1,044,945	1,048,864	797,364
Change in Unrestricted Net Assets	68,431	101,857	-17,008	167,784
Cash on Hand	688,863	474,614	344,344	362,865
Other Assets	3,051	19,640	31,635	35,583
Total Assets	691,914	494,254	375,979	398,448
Total Liabilities	156,726	27,497	11,079	16,540
Unrestricted Net Assets	535,188	466,757	364,900	381,908

For the first three quarters, we saw increases. Donations dipped in the fourth quarter. Our staff remains flexible, adjusting spending as needed. We are ready to carry the vision forward as funding becomes available.



Impact Campus Ministries is a proud member of ECFA, an accreditation agency dedicated to helping Christian ministries earn the public’s trust through adherence to Seven Standards of Responsible Stewardship.

Of course, financial support is not the only way you help power the cause of campus ministry. God uses so many of you as partners in what He is doing on campuses all around the country. God is always looking for partners, and we are always looking for **champions**.



cham•pi•on | 'CHampēən |
noun

a person who fights or argues for a cause or
on behalf of someone else

verb [*with object*]

support the cause of; defend

A champion picks up and carries the needs of a particular cause. At Impact, we may be talking about our donors, who often pick up the mission of ICM and help us carry it. We might also be talking about our students or alumni when we speak of champions, who are picking up the cause of the poor and the oppressed in a variety of ways.

We would love for each of you to be a champion for Impact and to champion the cause of campus ministry. Here are some ideas of how you might do that:

Be an ambassador. Speak up and speak positively about the work of campus ministry. Work as a representative when no formal representative is readily available.

Pray. No, really—pray like the Kingdom depends on it, because it does. Some of our most active champions are those committed to praying for our organization, praying for our staff, praying for students, and praying for the work.

Host a prayer journey. Whether it's virtual or not, there is likely a university campus near you. Gather some people who are like-minded and pray "on site with insight." Listen for what God is doing. Look for divine appointments. Make notes in a journal and compare them with others. Look for the work of God and the prompting of the Holy Spirit. Then, respond. Let us know when you do this so we can join you and help in any way we can.

Lead a workshop. Or ask us to host one at your church. This is one idea that can be done online in this crazy time.

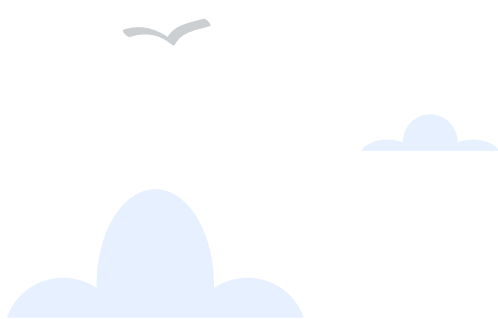
And most importantly...

Mentor a college student. Right now, large on-campus events are limited. Our typical "reach" and ability to meet students is transforming. God could use people anywhere, no matter where you are reading this annual report, to find a local college student and mentor them. Disciple them in their spiritual walk, mentor them in their vocational pursuits, guide them in maturity. It will be one of the biggest investments you will ever make, shaping the life of a future leader and influencer. This is the vision, because even you can **Impact the U**; and when you do, you **Impact the World**.



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