

Annual Report 2022

IMPACT
campus ministries

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Aslan is on the move!

I'm sure many will recognize this line from a C. S. Lewis masterpiece. It also captures my own thoughts as I reflect on another year of campus ministry. Ministry in a post-pandemic context has been full of questions. Will students return? Is this the end? Is God still doing big things?

The answer is a resounding **Yes!** on all accounts. At first, my lack of optimism kept me from noticing, but as I continued to listen to our ministers, I kept hearing stories underneath their uncertainties. Indeed, God is on the move. In fact, I would imagine He never stopped moving. As always, we want to share some of this perspective in our annual report. The truth of the situation is that we had a great financial year and we long to celebrate that with all of you.

We have an annual commitment to demonstrate financial accountability and transparency. But these numbers don't represent only the dollars given—they also represent the lives of college students who were impacted and discipled by people who love Jesus with all their heart, soul, and might. I hope you will be encouraged by what we are seeing God do on our college campuses, even in the midst of a rebuilding season.

Marty Solomon

President and Director of Discipleship



*Cover: Looking south on University St.
at the University of Oregon*

*Front: Gerlinger Hall (top center),
Johnson Hall (center right),
Friendly Hall (bottom)*

*Back: Columbia Hall (bottom),
EMU (center), Hayward Field (top left)*



*Student life at the University
of Oregon: Willamette Hall
(top and center), EMU
(Erb Memorial Union, bottom)*



FINANCIALS

MINISTRY

	2022-21	2021-20	2020-19	2019-18
Support & Revenue	1,679,805	1,364,557	1,174,515	1,146,802
Program Services Expenses	1,081,850	858,648	929,040	884,451
Fundraising Expenses	119,463	98,495	72,165	67,693
General & Administrative Expenses	136,121	113,888	104,879	92,801
Total Expenses	1,337,434	1,071,031	1,106,084	1,044,945
Change in Unrestricted Net Assets	342,371	293,526	68,431	101,857
Current Assets	921,830	576,817	688,863	474,614
Other Assets	252,992	250,000	—	—
Property & Equipment	20,248	23,326	3,051	19,640
Total Assets	1,195,070	850,143	691,914	494,254
Total Liabilities	23,985	21,429	156,726	27,497
Unrestricted Net Assets	1,171,085	828,714	535,188	466,757

Each year, we share the same table. It shows the major categories (Generally Accepted Accounting Principles, or GAAP) we are encouraged to report on by the independent accounting firm performing our financial review. **But what do these numbers actually represent?** In this year's annual report, we'd like to touch on these categories and make these numbers a little more concrete in terms of ministry.



Outside of Cascade Hall at the University of Oregon



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.

\$127,821.35 went to campus ministry expenses, including \$44,770.75 on student activities, \$3,986.91 on student retreats, and \$18,939 on mission trips.

AS AN ORGANIZATION, WE ADDED THREE NEW BOARD MEMBERS AND TWO NEW STAFF MEMBERS.

REVENUE

EXPENSES

Each year's table begins with the same number: **income**. As a non-profit, this number represents most of you who are reading this report. This number means we have a larger network of **partners who support what we do and believe in the work of campus ministry** enough to make everything else in this report possible. We start here because we always want to see this as a gift that God has entrusted us to steward. Ultimately, you don't give this money to us—you give to God as an act of generosity. God asks us to steward these gifts in ways that would make Him (and you) smile.

Background:
Knight Library

"Impact helped me on a journey throughout my time at FGCU. I came as an inexperienced teenager, and now I am leaving as a well-prepared young adult. ... I am not sure where I would be if I had never attended Impact, but I am glad I did."

– **Jairo**
Florida Gulf Coast
University student

AT FGCU LAST YEAR, 8 STUDENTS ENTERED ONE-ON-ONE DISCIPLESHIP RELATIONSHIPS WITH STAFF AND MENTORS FROM LOCAL CHURCHES

We love this number, because expenses represent direct ministry. These dollars provide compensation and benefits for staff who wake up every morning committed to discipling and caring for every college student in their ministry. This money pays for the cups of coffee where meaningful conversations happen about how Jesus is real for young adults. These funds are spent engaging students in meaningful ways and helping them learn how to passionately follow Jesus for the rest of their lives. We take the money God provides through your generosity and we try to **impact the world** by changing the lives of tomorrow's artists, leaders, parents, teachers, and contributors. This money is spent directly on **impacting the university** today—and our conviction is that this **impacts the world** tomorrow.

ASSETS

This sounds like a nebulous category for the average report reader, but this number can represent anything from “cash on hand” to the larger assets we use to do ministry (things like computers and other property owned by Impact and used by our staff for ministry). This number means we aren’t playing fast and loose with our finances. We aren’t “stealing from Peter to pay Paul,” and we aren’t using money that’s been allocated for something else to cover our bases. We have money that was given to support ministry; that money is accounted for and used to fulfill those purposes. We do ministry from the balance and not a deficit. We see this as good stewardship and healthy ministry.

OTHER ASSETS

This new category has shown up for us in the last couple years and represents the ability to underpin our ministry. Nobody wants to live in a world where a couple bad decisions could spell the end of the organization. Nobody wants to see ministries wonder if they’ll be able to pay their staff next month. This number is the result of a lot of hard work and accountability (all the credit to God!) to make sure that we can do ministry with integrity and sustainability. The work of ICM is not going to disappear overnight. We’re able to lean into the future and spend those dollars on ministry because of the right kind of organizational safety nets backing up that work.

*Background:
Lewis Integrative
Science Building*

Our Impact Utah team hosts an International Free Food Tent that feeds students at the University of Utah, serving around 200 each week. They have met students from Nigeria, Nepal, Ukraine, Bangladesh, Japan, Pakistan, Mexico, Malaysia, Iran, South Korea, Brazil, Honduras, and Mongolia. Furthermore, they are one of the first phone calls the university makes when a new international student is coming to town. Our team picks students up from the airport, takes them out for supplies, and invites them into their homes for a meal.

Our South Bend team established a student-led partnership with Bethel University for a commuter Bible Study. Many of these students aren’t believers, and the team was able to give Bibles to over 50 students who have never owned a copy.

SUSTAINABILITY

THANK YOU

All throughout this report, you've been seeing images from one of Impact's newest ministry locations, the **University of Oregon** in Eugene. It's a great example of all the things we've been discussing in this report, and a microcosm of what's true throughout our organization.

Support & Revenue: Impact adopted this ministry from a long-standing campus effort in Eugene (University Christian Fellowship), and donors helped us with a successful transition by continuing support of the ministry. Many donors have increased their support and new donors join every quarter. This is not only a huge encouragement for the staff in Eugene and our organization as a whole, it also serves as confirmation that God is asking us to reach college students at the University of Oregon.

Expenses: That money is then spent to make sure that our staff are supported well as they pour their hearts into their students. In all honesty, we don't know too many campus ministers who care more intentionally and invest more deeply in the lives of their students than our Eugene Team Leader, Emily Hopkins. Those students have been discipled and cared for well.

Assets: This ministry recently received a grant to help them continue building into the future. These assets represent the ability to dream big and step forward. They challenge us to steward the opportunities with grace and shrewd intention. We are currently in the process of hiring and placing more staff to make this team even healthier.

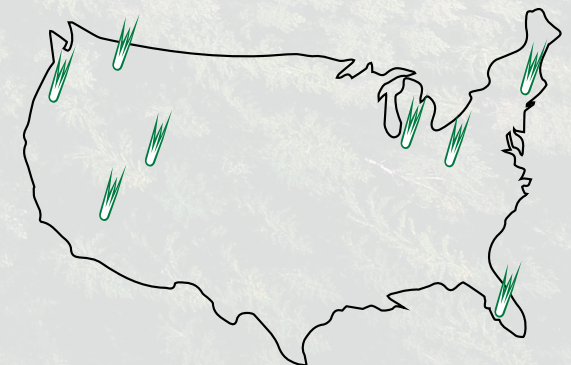
Sustainability: All of this makes our work at the University of Oregon more sustainable for the future. Multiple staff will help the ministry grow on many levels. Our staff will develop and flourish, direct ministry to students will be even more effective, and the outreach won't be synonymous with just one name or effort.

At the end of the day, we reach students all over the country in very similar ways. God used you to bear this fruit. Please know that you are appreciated, you are seen, and you are needed. Your prayers are more powerful than you realize, your financial support empowers us to be what God's called us to be, and the collaboration we have with churches make our relationships more robust and impactful.

Simply stated, our ministry is a partnership with you and all the ways you've been willing to be generous. From the Executive Team, the Board of Directors, and all of our staff—we say **thank you**.

Map of On-Campus Ministries

BEMA Groups
300+ GROUPS
46 STATES + DC AND PR
25 COUNTRIES





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