

# IMPACT REPORT 2022



*Breathing Life into the believer's identity.*

**INSTITUTE OF MINISTRY**



# ***Message from The Board Chair and Executive Assistant***

**Greetings, IOM Friends.**

This year we celebrate twenty-one years of IOM America. For those of you who are new to our ministry, IOM stands for ***Institute of Ministry***. We began our humble beginnings in Phoenix, AZ. Our mission? Provide a quality Christ-as-Life discipleship ministry for the Body of Christ. We began with 15 online followers. Today, we reach well over a million inboxes annually. God has blessed our outreach.

The year 2022 has continued to challenge us. Continued separation, isolation, anxiety, and uncertainty have most certainly contributed to our network members' insecurities. During the global unrest, our ministry continued to grow in outreach. With this growth, the cost of maintaining our online presence has also increased. However, due to our network members' financial challenges, our donations no longer sustain our ministry expenses.

We continue to meet fear and uncertainty with the strength and courage of the Lord. The more uncertainty we face, the wider net we cast to impact more people within our outreach. In doing so, we diligently work to find new ways to connect, share the Life of Christ, support our people, and maintain expansion and growth. While we have many days of temptations to be defeated, we remember the mission and God's promise to sustain it.

On one of those trying days, we received a note from a lady in the mail. She found one of our brochures in a laundromat. Her precious note was filled with encouragement and spurred us to remain faithful to do what we do. As always, we do so with the Grace, Love, and Compassion of Jesus.

Please view our annual report, see all that the Lord has accomplished despite these challenges, and join us in celebrating our years of service unto Jesus. He was busy this past year! We thank our donors, ministry partners, prayer supporters, and network members for navigating a difficult year with us. Bless you, for continuing on this life journey with us.



***Stephen Phinney, D.Min.***

***President & Founder***

***Jessica Phinney, Founder's Daughter***

***Executive Assistant***



# **CHRIST**

## **CULTURE & CREATOR**

### **MISSION**

*Reshape the  
believer's identity  
in Christ Jesus.*

### **CORE VALUES**

- *Compassion in Action*
- *Releasing Christ from Within*
- *Provide Transformational Tools*
- *Develop Christ-as-Life Media*
- *Provide Discipleship*
- *Develop Global Centers*



## Strategic Highlights

- IOM has reached a record high inboxes during 2022 – 2M, including videos, articles & social posting. We calculate the number of inboxes through adding all postings from all sources within our outreach annually.
- IM Media Productions has produced 789 videos to date. However, YouTube has removed 300+ of these videos, which is why IMTV is now the home base of our videos. The cost of maintaining our video platform is \$700 annually.
- IOM has produced 20 episodes of “The End Times Documentary.” It is a filmed based series. January 2023, we begin producing “The Seven Trumpets” series.
- Constant Contact IM Email Services: In the last year (2022), 662,353 sends. Up from the previous year. Total sends since 2012, 7,546,023. Open rate 40% higher than standard opens from 2021. Click-throughs for 2022, 1,528.
- Stats on Identity Matters Sermon.Net – 885 podcasts. 2022 posted, 10. A new “Jack the Journey” audio podcast specialized channel added – 123 episodes. A children’s podcast with storyteller Stephen Phinney.
- New “Jack the Journey” children’s storybook series being written in 2023, seven books with 15 chapters per book.
- The first children’s book series for young children, “Questions for Opa,” has ten stories per book, seven books in total. This series explains the End Times to small children.
- YouTube Data. Total views, 1.88M. Total views monthly, 83.9K. Total subscribers, 2.23K. Total videos after YouTube deletes, 500.
- Twitter Statistics. This year, 5,304 impressions. Average additional ‘followers’ 189. Profile visits this year, 3,000+. Mentions, up 333.3%. Tweets, 420.
- Google views this year, 1,692. Total Microsoft Edge & other browsers, 1M+.
- LinkedIn Statistics. Total contacts, 7.8K. Site impressions, 5,829. Second & third layer contacts, 745,956,744. Postings sent 1,676,289. Average notifications per day, 87.
- Total Pinecrest impressions this year, 1,220. Top Pin, ‘End Times Documentary.’
- Grammarly rating for Dr. Phinney’s writing level, “Expert,” 98% of best authors. We maintain a weekly “Expert Badge” rating.

- We have reduced text messaging communications by 90%. Due to “no replies,” the time consumption comparison no longer sustains this method of ministry.
- IM Publications has posted 591 articles – from January 2021 up through 2022. 228 IM Blog posts. Plus, one hundred forty-three independent articles via Substack, newsfeeds, and other social media platforms – totaling 962.
- IM Online School has 750 enrollments to date. 2022 new accounts, 172. Revenue is \$799. We are conducting a cost analysis of this venue of ministry.
- New books published, “This Preeminent Darkness,” revised “Father” book, “The Principled Patriarch” workbook, “Covenant Marriage & Family” ebook, “Servant Leadership” ebook, “Victory in Christ” ebook, and “Permissible Suffocation” ebook.
- Books in process, “End Times Prophecies” book, “Unfolding Eschatology” commentary, “Nehemiah, The Man & The Legend” book, “Opa, I Have Some Questions” children’s book, and “Jack the Journey” volume one children’s book.
- Substack “End Times Chronicles” published 200+ articles, podcasts, media videos, and promotions. 2022, visits 2,679. Subscribers, 398. Substack is our leading outreach to the secular.
- Since launching the IOMAmerica.net site, site visits for 2022, 5,211 – with unique visits @ 2,108.
- Due to woke policies with PayPal, we have begun to shift donors to direct deposit through Stripe.
- We now publish through Amazon Publishing. Most of our books are hosted on an author spotlight webpage.
- Zoom hosted meetings for 2022, 209 hours.
- Jeff and Traci Brugmann were the recipients of IOM’s Compassion in Action Award. We thank the Brugmanns for their loyalty as donors, friends, and partners in the ministry.
- IOM has sponsored, promoted, and posted 400+ partnership content items with Dr. David Jeremiah and Turning Point in 2022.
- Top country visits for our website in this order – United States, Canada, India, Bangladesh, Kenya, United Kingdom, Ghana, South Africa, Uganda, Pakistan, China, Singapore, New Zealand, Nigeria, Cote D’Ivoire, Jamaica, Tanzania, Australia, Colombia, Germany, Russia, Philippines, Zambia, Egypt, Brazil, Spain, Burundi, South Korea, Netherlands, Argentina, Nepal, Congo, Bulgaria, Japan, Barbados, Mexico, Turkey, Italy, France, Trinidad and Tobago, Ethiopia, Greece, Czechia, Austria, Norway, Anguilla, Peru, Liberia, Iraq, United Arab Emirates, Kuwait, Jordan, Indonesia, Belarus, Botswana, Portugal, Haiti, Malawi, and Switzerland.

## Financial Highlights

IOM 2022 budget was \$186,432. The total income for June 2021 to June 2022 was \$89,474. The shortage was **-\$96,958**. The \$89,474 includes salaries, office expenses, mission support, marketing, online subscription fees, equipment, email distribution, media productions, software upgrades, and other related ministry expenses. Due to reducing and trimming budget expenses, our 2023 budget is **\$87,677.07**. If we get a minimum of \$18,000 of end-of-the-year donations, we should be able to start the new year with a fresh start.

## Operating Highlights

While IOM America is short \$96,958, the ministry expanded significantly in outreach portals, contacts, inboxes, and social networks. Primarily due to using missionary salary/support to advance the ministry. However, we prefer NOT to use salary support for ministry expenses.

*“While I am challenged daily in maintaining my trust in the Lord’s provisions, I am compelled to reach a broader audience in all that we do. I am learning that poverty promotes*



## Looking Ahead

Numbers inspire me. Not in the sense of pride or organic growth but in seeing the outreach of IOM America reaching a broader audience for the sake of the Gospel. I won't underplay the stress and times of darkness in my efforts to advance our mission; it is a major challenge. I am keenly aware of the enemy working to slow or stop the work that we are conducting in Christ. If it weren't for faithful friends, partners, and volunteers, I would sink more consistently into the sea of despair. Thank you all for praying and standing at our side. Take time to read the testimonies on our IOM Stories page [HERE](#).

**Dr. Stephen Phinney**

**December 2022 | Board Chair**

2023 Budget next page.

We could use your financial support. [HERE](#)



# 2023 IOM AMERICA BUDGET

## IOM AMERICA 2022-23 BUDGET

Detailed Expenses [Actual]  
Yellow shaded cells are annual expenses.



Ministry Debt = 0%

PLANNED EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YEAR
<b>Missionary Costs</b>													
Mission Salaries (2 Staff)	\$5,750.00	\$5,750.00	\$5,750.00	\$5,750.00	\$5,750.00	\$5,757.00	\$5,750.00	\$5,750.00	\$5,750.00	\$5,750.00	\$5,750.00	\$5,750.00	\$69,007.00
Mission Giving	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$4,800.00
Subtotal	\$6,150.00	\$6,150.00	\$6,150.00	\$6,150.00	\$6,150.00	\$6,157.00	\$6,150.00	\$6,150.00	\$6,150.00	\$6,150.00	\$6,150.00	\$6,150.00	\$73,807.00
Peak Monthly Salary Caps: Dr. Phinney (\$8,000), Jess (\$2,000) – ideal budget is \$9,000. MISSION GIVING: Monthly giving to those in need, totaling \$400													
<b>Office Costs</b>													
Internet access (Com)	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$780.00
Telephone (3 Cell Phones)	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$314.00	\$3,768.00
Office supplies	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Misc	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,800.00
Subtotal	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$629.00	\$7,548.00
<b>Marketing Costs</b>													
GoDaddy (3) domains	\$320.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00
Epoch Times Membership	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$8.33	\$99.96
Constant Contact Email Sy.	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$1,500.00
Sermon.net (podcast)	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$36.00	\$432.00
IOM .Net Wix Site	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$61.60	\$739.20
IM Worldview Wix Site	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$228.00
Envato Video Production	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$24.33	\$291.96
IM Thinkific School	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$49.00	\$588.00
Zoom Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Federal Chaplain Assoc.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$45.00	\$0.00	\$0.00	\$45.00
Google (storage & develop	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$24.00
Mighty Text	\$39.95	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$39.95
Subtotal	\$685.21	\$325.26	\$325.26	\$325.26	\$325.26	\$325.26	\$325.26	\$325.26	\$325.26	\$370.26	\$325.26	\$325.26	\$4,308.07
See Back Side													
<b>Software Etc.</b>													
Grammarly Editing	\$0.00	\$0.00	\$0.00	\$140.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$140.00
365 Microsoft (Jess)	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
365 Microsoft (Steve)	\$0.00	\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
SMZeus Video Marketing	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
365 Microsoft (Corporate)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
Filmora (Video Software)	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00
Cyberlab Security	\$0.00	\$35.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$35.00
Software Sony Renewal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$149.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$149.00
Subtotal	\$250.00	\$135.00	\$250.00	\$240.00	\$140.00	\$100.00	\$249.00	\$250.00	\$100.00	\$100.00	\$100.00	\$100.00	\$2,014.00
<b>TOTALS</b>													
Total Planned Expenses	\$7,714.21	\$7,239.26	\$7,354.26	\$7,344.26	\$7,244.26	\$7,211.26	\$7,353.26	\$7,354.26	\$7,204.26	\$7,249.26	\$7,204.26	\$7,204.26	\$87,677.07