

IOM AMERICA

Annual Board Report

CHRIST
CULTURE
CREATOR

NOVEMBER 2021



IOMAmerica.net

Compassion In Action

INVESTORS' REPORT
CHRIST. CULTURE. CREATOR

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TO IOM DONOR INVESTORS

Strategic Highlights

- IOM has reached a record high inboxes during 2020-2021 - 2.9 million, includes videos, articles & social posting.
- IM Media Productions has produced 741 videos to date. However, YouTube has removed 300+ of these videos.
- IM Email Services: in the last year, 1,254,692 sends. Up from the previous year. Total sends since 2012, 6,738,984.
- Stats on Identity Matters Sermon.Net - 885 podcasts.
- YouTube Data. Total views, 1.27M. Total views monthly, 34,800. Total videos after YouTube deletes, 389.
- Twitter Statistics. This year, 78,383 impressions. Average additional 'followers' 181 per month. Profile visits this year, 5,238.
- Google views this year, 1,692. Total Microsoft Edge & other browsers, 1M+.
- LinkedIn Statistics. Total contacts, 7,600. Second & third layer contacts, 745,883,734. Postings sent, 1,944,289. Average notifications per day, 99.
- Total Pinecrest impressions this year, 1,500. Top Pin, 'Forgiveness.'
- Grammarly rating for Dr. Phinney's writing level, "Expert," 99% of best authors.
- Top Epoch Times article this year, Dr. Phinney's life story.
- IM Publications has posted 473 articles - from January 2020 up through 2021.
- IM Online School has reached an all-time high of 1.6K enrollments to date.
- IOM has designed and launched a new user-friendly website at .net. Since launching, site visits, 3,981 - with unique visits, 1,708. Peak daily visits, 364. Top country visits in this order - United States, Canada, India, Bangladesh, Kenya, United Kingdom, and Ghana, South Africa, Uganda, Pakistan, China, Singapore, New Zealand, Nigeria, Cote Divorie, 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, Libera, Iraq, United Arb Emirates, Kuwait, Jordan, Indonesia, Belarus, Botswana, Portugal, Haiti, Malawi, and Switzerland.

Financial Highlights

IOM 2020 budget was \$186,432. The total income for 2020 was \$82,674. The shortage was - **\$103,758**. The \$82,674 includes salaries, office expenses, mission support, marketing, online subscription fees, equipment, email distribution, media productions, software upgrades, and other related ministry expenses.

Operating Highlights

While short \$103,758, the ministry tripled in outreach portals, contacts, inboxes, and social networks. While our ministry continues to expand, our donor base cannot keep up with the growing demands on our budget. We primarily depend on the missionary salary/support sent to my salary account. However, we need to focus on prayer and financial supports to increase our financial base.

“Authentic leadership requires all leaders to sustain the basis of a single mission & purpose. Passive leaders propagate a passive Gospel - ending in minimal impact.”

Looking Ahead

As leaders within our ministry, we need to find proactive methods & solutions to advancing the message of the Cross in a passive resistant church community, which should include evaluating all aspects of our ministry.

Finally, securing a fundraiser for IOM would be advisable at this time. My main concern is that our expansion will affect my ability to use our income to keep the doors open to our portals and venues in due time.

PROJECT SUMMARY

Our project success has been the highlight of our outreach this past year. However, all projects add an increased need for a financial foundation. Since our outreach platform has increased significantly over the past year (400+%), while our average donor base has decreased, the ministry needs to address an increased donor base.

- **January 2020:** To assist in online Church needs, due to COVID, in partnership with Don Moen, we launched XL-Church online church services. In 2020, the monthly attendees were 86,000 monthly viewers. In 2021, the average dropped to 34,000.
- **April 2020:** Due to our .org site being hacked, we designed & populated our new .net site for IOM America. While implementing new firewalls, our site remains secure.
- **2020-2021** we published articles and videos to educate believers & churches with authentic news surrounding the COVID crisis. However, YouTube pulls down our productions as fast as we post them.
- **January - April 2021:** IOM built a new corporate office for the Founder. The office is equipped with advanced technology and a production studio for recording/live webcasts for students and interested participants.
- **The Launching of IMTV:** In preparation for Big Tech blocking and blacklisting conservative articles and videos, we built a new media platform to host our productions. Currently, we use Sermon.net and Wix Media storage - along with YouTube links to provide this service.
Note: YouTube has removed over 300 of our posted videos. While we own the copyrights of these removed videos, we need to explore a privatized platform to make them available to the general public once again. To host privatized videos is costly, buying broader bandwidths & web storage.
- **IM Worship Center:** We launched our online worship center thanks to our partnership with worship leader Don Moen. We now host most of Don Moen's productions, many we remastered for him, as well as others - Michael W. Smith, Chris Tomlin, Rend, and others. People use this site to listen to high-quality conservative worship.
- **Donor Page:** In 2020, we launched our renewed donor page. It provides clear options for visiting donor types.

- **Book Publishing:** Throughout 2020-2021, the following books were published - *New Covenant Prayers*, *The Downfall of the Millennials*, and *The Art of Spiritual Warfare*. The following books are set to be released on or before 2022 - *This Preeminent Darkness* (November 2021), *The Believer's Warfare Workbook* (revision of Men & Warfare), and *Eschatology Unfolding the Power of Revelation Prophecy, The Commentary* (Christmas 2021). June of 2022, *Nehemiah, The Man & Legend*.
- **Persecution Magazine:** IOM now hosts a web page that connects readers to the latest global Christian persecution news.
- **IM News Watch:** Starting in 2020, IOM partnered with Epoch Times & Christian Post. We now write and commentate for both services - plus, we host their live websites on our .net site.
- **IM Exchanged Life Bookstore:** Launching this new bookstore in 2020, we host one of the only online bookstores that focus on the identified Life in Christ. We do not gain financial kickback from any of these books outside of IM Published books.
- **New Associate:** Armando Gutierrez became the Founder's associate in 2021. He also became the Associate Pastor of XL-Zoom Church. The Founder has plans to propose a more corporate staff role once the Board reviews his interim volunteer process.
- **IM Masterclass:** In July of 2021, we launched our Zoom Masterclass platform. The first class hosted Frank Friedmann, Mark Maulding, Armando Gutierrez, and Dr. Phinney. It was well attended & considered a success by attendees. These Masterclasses are scheduled monthly up through November of 2022.
- **IM Home Churches:** IOM America guides pastors to start home churches in several countries. Our objective is to prepare the Body of Christ to continue feeding the flock of Jesus under persecution and global viruses that may require the Church to meet publicly.
- **Vaccine News:** As most know, getting authentic news on the real dangers of these vaccines is hard to come by. We now provide a site page that keeps Christians and others with high-quality, well-researched news.
- **Eschatology Media:** It is our most visited and used service. We launched this web page in 2020. Since the topic of the end times is the most populated trending modality on the internet, our page became one of the more visited sites. The site contains videos of our teachings on Revelation, Nehemiah, Dr. David Jeremiah, Jack Hibbs, and other key media on the topic.

- **Research Site:** In January of 2021, the Founder launched a web page hosting all the latest Christ, Culture, & Creator articles. Annually, we will publish a book containing each of these publications. This year's book is titled *This Preeminent Darkness*.
- **IM Author Blogs:** In April of 2021, we began hosting a new blog spot. The modality is for advancing selected authors who focus on the believer's identity in Christ. We now host Dr. David Jeremiah, Dr. Stephen Phinney, Jack Hibbs, Mark Maulding, Frank Friedman, Sharon Lackey, Jane Phinney, Jennifer Kennedy Dean, etc.
- **XL-Zoom Church:** Each Sunday morning, we moved our home fellowship into a live Zoom Fellowship. We host participants from India to local attendees. The objective is to increase global attendance for those in need of live discussions and education. Thanks to several donors, we are equipped with the latest video equipment and Zoom pro abilities.
- **Substack:** Recently, Dr. Phinney was invited to join Substack as a professional writer. After reviewing the paid subscription venue, we decided to join this media opportunity. The idea is to publish articles and media not hosted by our traditional venues - such as emails and social postings. It is a subscriber's portal. Meaning, only those who subscribe at \$8 a month will receive these featured publications.

We are relentless in making use of the most advanced technology and marketing ideas to populate the message of the Cross. However, these modalities come with a price - that of hackers, mockers, and financial challenges.



We are eternally grateful for those who love and respect the Lord's manifestation in & through our outreach services. We might have few donors, but those who do contribute to our success

are priceless. Better yet, those who pray for the advancement of our posted materials, as well as our live discipleship and gatherings, keep us motivated in Christ to *"keep on keeping on."*

We are eternally grateful that our ministry has expanded over the past year. Each of our investors is making a significant impact on a hurting and depraved world. Our mission for 2022-2023 will be to prepare the Body of Christ for the gathering of His Saints. This will be accomplished by disclosing our day's end times issues while integrating them into the prophetic elements of God's Holy Word. Meaning we will hit the eschatological elements of the Word more intentionally.

As for our donor investors, we commit to maintaining our relentless pursuit of reaching an upside-wrong culture. Know that we are grateful in Christ for your sacrificial giving. We understand that we live in a world where donor dollars & prayers are selective. Knowing that you have chosen to support our little ministry warms our hearts. Also, know that we commit to squeezing every penny out of your giving to advance the message of "Not I, but Christ."

Dr. Stephen Phinney
September 2021