

This past year was very productive for LMM with multiple significant ministry achievements. We continued our efforts to change men's lives with the One Year To Live retreat. We reached out to assist congregations in starting and/or enhancing their ministry with men through our Building Men for Christ workshops and our Men's Ministry Specialist certification and discipleship consulting. We restocked our inventory of MasterBuilder Bibles as they continue to be the cornerstone for men's Bible study at many congregations. Finally we made multiple IT infrastructure changes to improve the effectiveness of the "back room" operations of the ministry.

While we added over 50 new donors to LMM and the contributions increased by over 33% from the previous year, the total contributions did not reach the level projected when the Spending Plan was developed in early 2015. While our expenses were as forecast, the lower than projected income resulted in a significant operating loss for the year. In response, the Board took several significant steps to align the current year spending with projected income, and we are ramping up our efforts to enlighten potential donors about the importance and impact of LMM's ministry. We trust that LMM Nation will hear the call and respond appropriately so that the spending cuts will be limited to one year.

Rest assured that in no case will we deviate from the LMM vision to "help every man become a bold, daring follower of Jesus Christ".

The following provides more detail of our achievements and challenges during 2015.

Men's Ministry Milestones

- Impacted the lives of 100 guys who attended a One Year to Live retreat weekend. A total of 8 retreats were held in 8 states (CA, CO, IA, LA, NC, NE, SC, and WI). Since the first retreat over 8 years ago, more than 1100 guys have had their lives changed by attending this retreat.
- Blessed and affirmed the first four men [Terry Edwards (NC), Brian Clark (PA), David Meyer (IL), Ken Reinoehl (OH)] to complete the Men's Ministry Specialist course of study. These men are now certified to assist congregations as they develop and/or enhance their ministry with men. A second class of four additional MMS candidates is in progress and expected to complete their study later this year.
- Conducted 2 Building Men For Christ workshops (IA, NJ) to help 8 congregations start or enhance men's ministries. LMM staff, Board members, and Men's Ministry Specialists also did one-on-one consultations with an additional 25 congregations as they looked to inspire their men's ministry.
- Recruited almost 30 guys from 15 ELCA congregations and 5 denominations, along with 3 well-respected leaders in ministry (Wes Yoder, John Roberto, John Armstrong), to work on developing the future of men's ministry. The team, known as Project Twelve, is known is working to become the "go to place" for men's ministry resources.
- Used concepts from the High, Deep, and Wide retreat held in August 2014 in Tahoe City, CA to create a protocol to help congregations, synods, and other groups of men conduct a men's getaway weekend.
- Started a monthly Men's Ministry Moment email blast that reaches over 2000 people. In addition have a weekly LMM prayer request and Bible study that goes to 160+ (and forwarded well beyond) along with focused emails to our synod contacts and 2014 Assembly delegates.
- Distributed 644 additional MasterBuilder Bibles which brings the total number distributed (giveaways and sold) to 57,000+ since first released in 2001. In addition 25,000 Spanish New testaments have been distributed in the USA, Central America and South America.
- Selected the Marriott City Center Hotel in Minneapolis for the location of the 2017 LMM Triennial Assembly and Gathering which will be held July 20-23, 2017 with a title of "The Bold Conference".
- Published four editions of the Foundations newsletter (one per quarter) which were mailed to approximately 8000 addresses and also made available on line at the LMM web site.
- Hired Dale Nettnin as Director of Development to replace Rev. Craig Corbin, our first Director of Development, who accepted a pastoral call in Lake Havasu City, AZ. Dale of Taylorsville NC brings 16 years of development experience and is a wonderful addition to our ministry.

Governance Changes

- Conducted the first ever, non face-to-face, vote by Assembly delegates of a proposed Bylaw change. Two teleconferences were held (different weeks, days, and times) to provide an opportunity for the delegates and Board to discuss the proposed change.
- A bylaw change to remove the restriction that an LMM officer must be a member of an ELCA congregation was approved by a mail-in vote of 40-7.
- Began a study to examine restructuring of the LMM Board to reduce its size and improve its overall effectiveness. Jim LaDoux of Vibrant Faith Ministries is consulting on this effort.
- Continued efforts to move the Board's method of operation to be based upon Policy-based Governance concepts wherein the Board defines the policies and boundaries for the Staff and refrains from involvement in day-to-day operations.

Infrastructure Improvements

- Entered into an agreement with Vanco Payment Solutions (provider of Thrivent's Simply Giving) to make it easy for donors to give to LMM either by credit card or ACH bank transfer on a one time or periodic basis. Also began using Vanco web site to handle registrations for BMFC events. There are now 84 registered donors and 14 who donate on a monthly basis through Vanco.
- Created a system using ConstantContact to facilitate distribution of email messages to specific audiences. There are approximately 2100 people in the overall data base.
- Started to use ReadyTalk as the platform for audio and/or video teleconferences. ReadyTalk will be used later this year to provide 1 hour webinars on specific topics. The first such webinar will be focused on discipleship.
- Began to use Google Apps for Non-Profits to provide a cloud-based IT infrastructure backbone for LMM. Initially the specific apps being utilized are Google Drive, Gmail, Google Hangout and Google Calendar. Files are being uploaded to Google Drive to provide the long term archive for LMM documents. Email addresses have been created for all LMM Staff, Board members, and other members of leadership.
- Continued to use ResultsPlus to expand and enhance our donor contact management system. Giving data for the last 3 years have now been entered into the system.
- Selected a new vendor for LMM logo merchandise (T-shirts, polo shirts, caps, aprons). There is a link on the left side of the LMM web site home page (www.lutheranmen.org).

Financials [these figures have not yet undergone a financial review]

- For FY2016 (Feb 1 2015 thru Jan 31 2016), income to the Annual Fund totaled \$376,000 of which \$292,202 came from contributions, \$65,081 from investments/trusts, and the remainder from Bible sales program events, and grants. For the same period, expenses from the Annual Fund totaled \$511,053 resulting in a net operating loss of \$135,052.
- As of Jan 31 2016 LMM net assets were \$1,249,660 a drop of \$273,897 from Jan 31 2015. This drop was due to the operating loss in the Annual Fund, the "last time buy" purchase of 7,500 MasterBuilder Bibles (which cost over \$130,000), and investment losses in our Endowment Fund and beneficial interest in perpetual trusts.

Rich White
LMM President