



Creating an Exceptional Annual Report

ECFA Webinar - June 29, 2022

Today's Presenters



Gary Hoag, Ph.D
President & CEO
Global Trust Partners (GTP)



Ereny Monir
Vice President of Training
& Empowerment
Global Trust Partners (GTP)

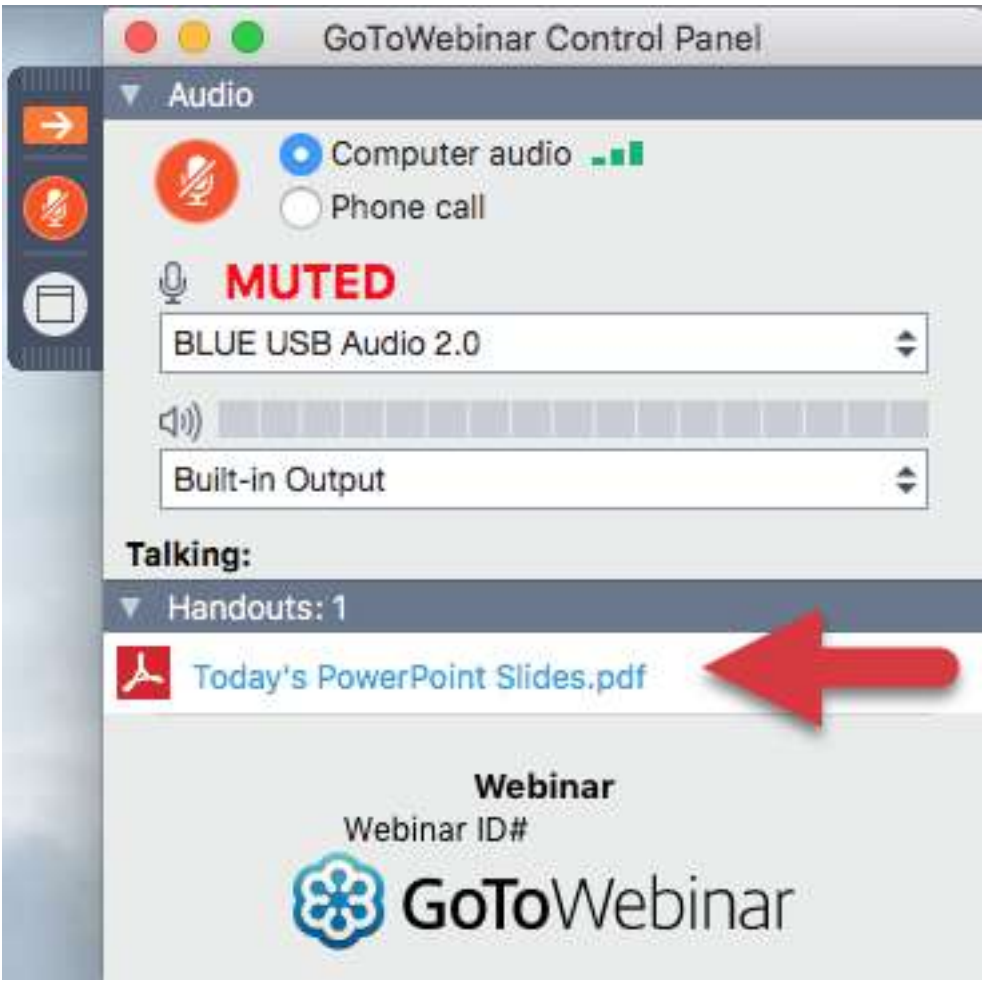


Ruthie Cristobal
Vice President of Partnership
and Communications
Global Trust Partners (GTP)



PowerPoint Slides

Download today's PowerPoint slides from your screen on the GoToWebinar Control Panel under the Handouts tab.

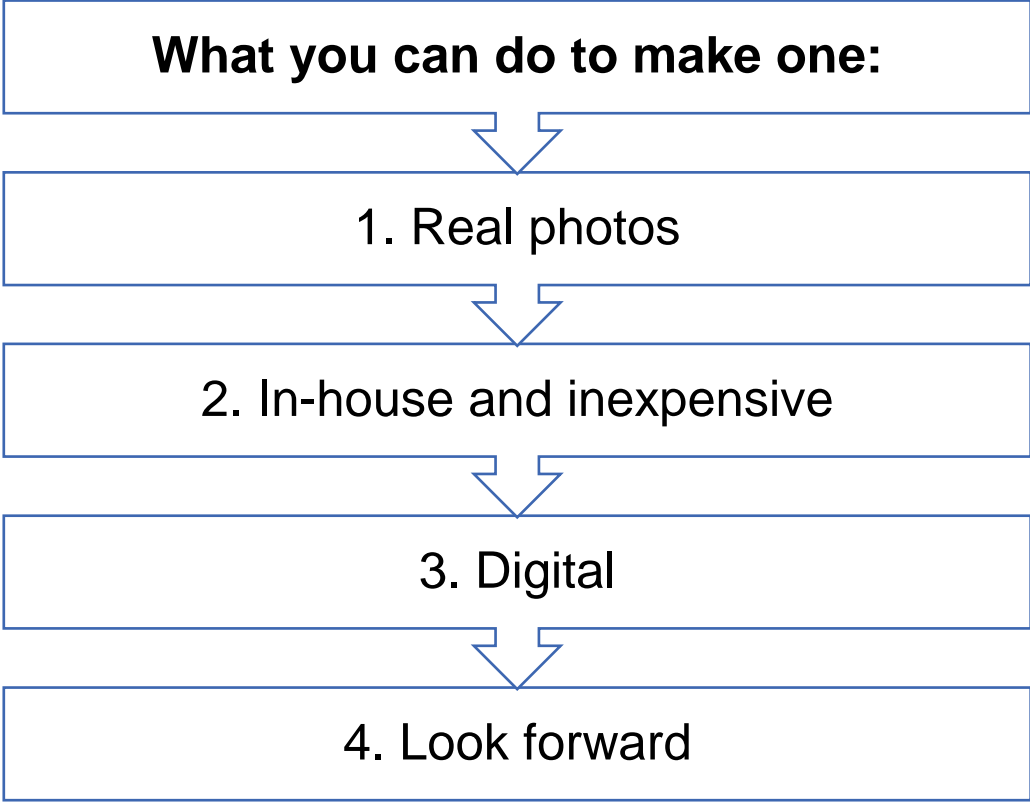
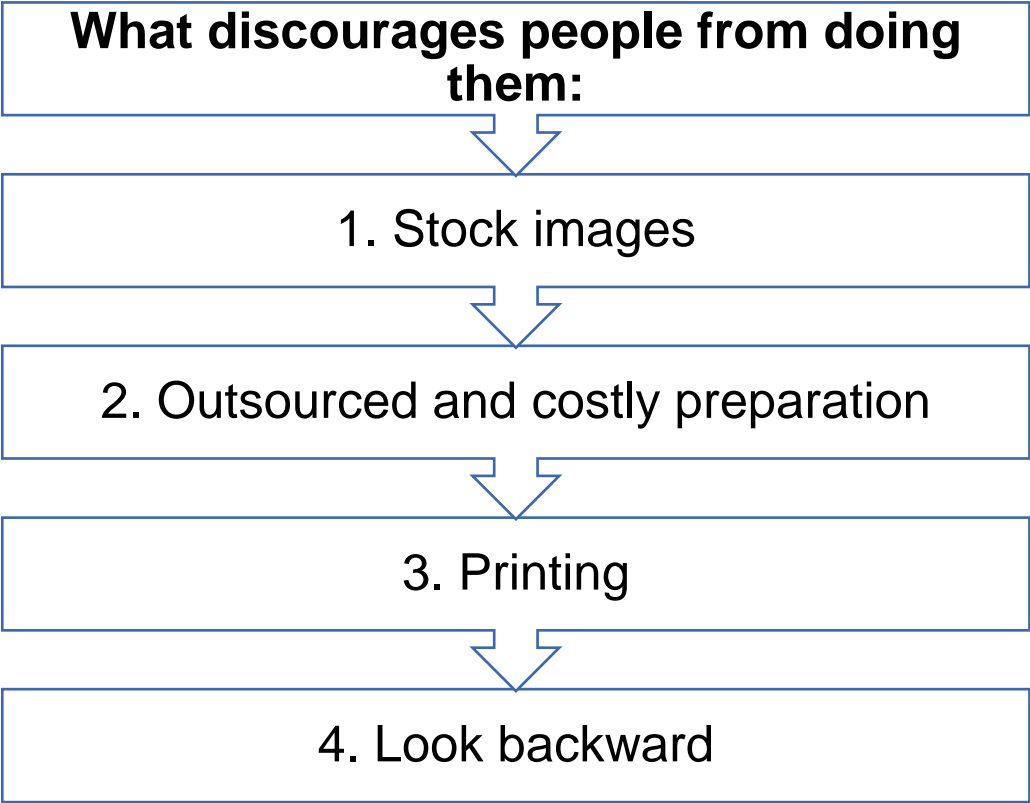


Questions

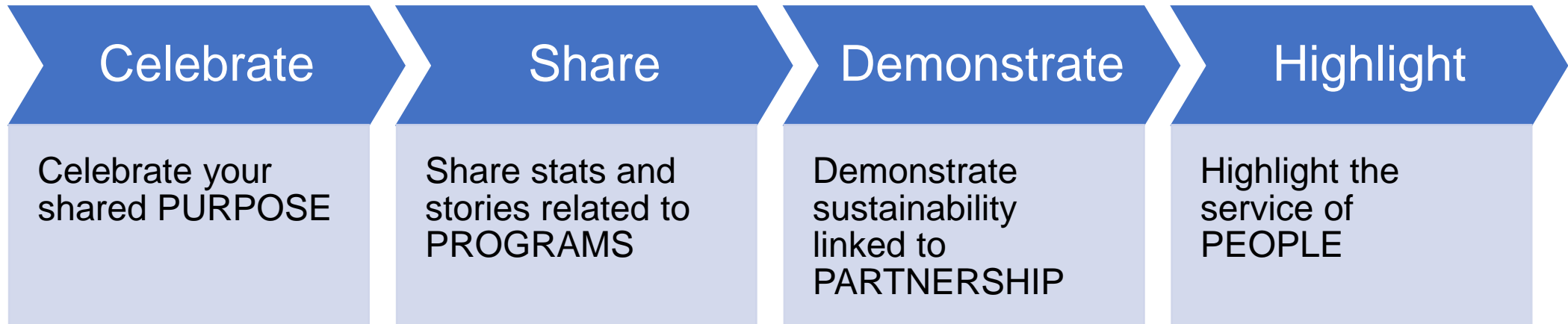
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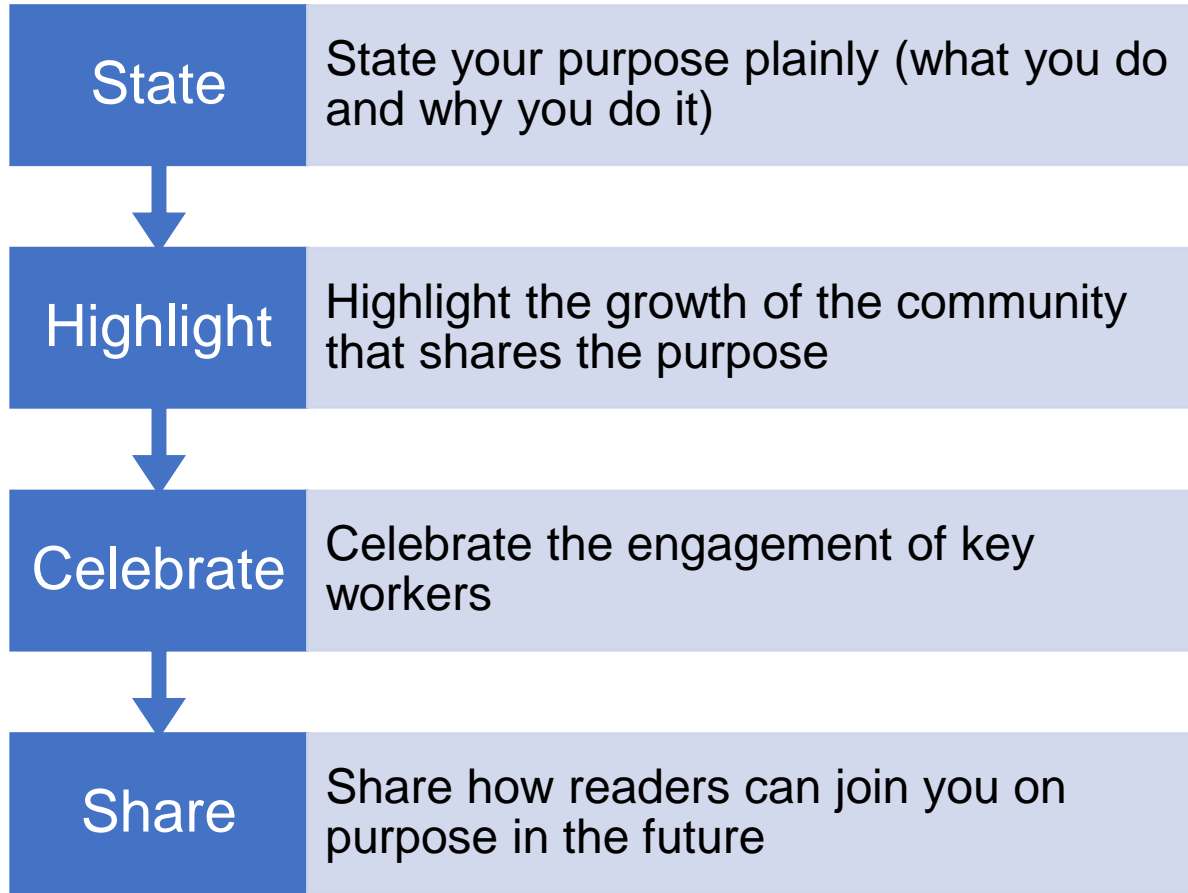
MANY MINISTRIES DON'T DO ANNUAL REPORTS



WHAT MAKES AN EXCEPTIONAL ANNUAL REPORT?



PURPOSE



What AfCAA Does

We subscribe to seven standards of accountability, that cover a range of social, economic and spiritual concerns impacting life in the 21st century in Africa. The standards address seven aspects of an organization's affairs:

1. Doctrinal Foundation
2. Leadership and Governance
3. Talent Management
4. Learning and Innovation
5. Cultural Differences, Acceptance and Interdependence
6. Financial Management and Disclosure
7. Resource Mobilization

The accreditation assessment that we offer ensures an objective and empowering review of the aspects that are most important to the success of any organization. We also seek to nurture and promote partnerships that will enable the best practice of these standards to become the norm in the continent's future. The global networks we have formed for the benefit of our members are unique and will serve to form important partnerships in ministry or business for decades to come. We provide training, and, further, we link members to like-minded organizations for resource mobilization.

Why Accreditation

We engage and equip the Church in Africa through accreditation because there is need to create a narrative and to place a spotlight on exemplary Christian businesses and ministries as an integral part of our witness across the continent. This is in line with the exhortation by our Lord Jesus Christ in Matthew 5:15, 16 to let our light shine for all to see. Our goal is to provide exemplary Christian ministries and businesses with a 'seal of approval' that attests to achievements in financial accountability and stewardship of God-given resources. It is worth noting that accreditation is not a one-time event but a journey; it is renewed annually.

In summary, the primary purpose of AfCAA accreditation is to provide recognition of the attainment of compliance with the Seven Standards that enhances public trust.

African Council for Accreditation and Accountability (Kenya)

PROGRAMS

State

- State your programs plainly (how you pursue your purpose)

Highlight

- Highlight faithful activities and fruits: infographics

Report

- Report mini-impact stories and drive readers to web

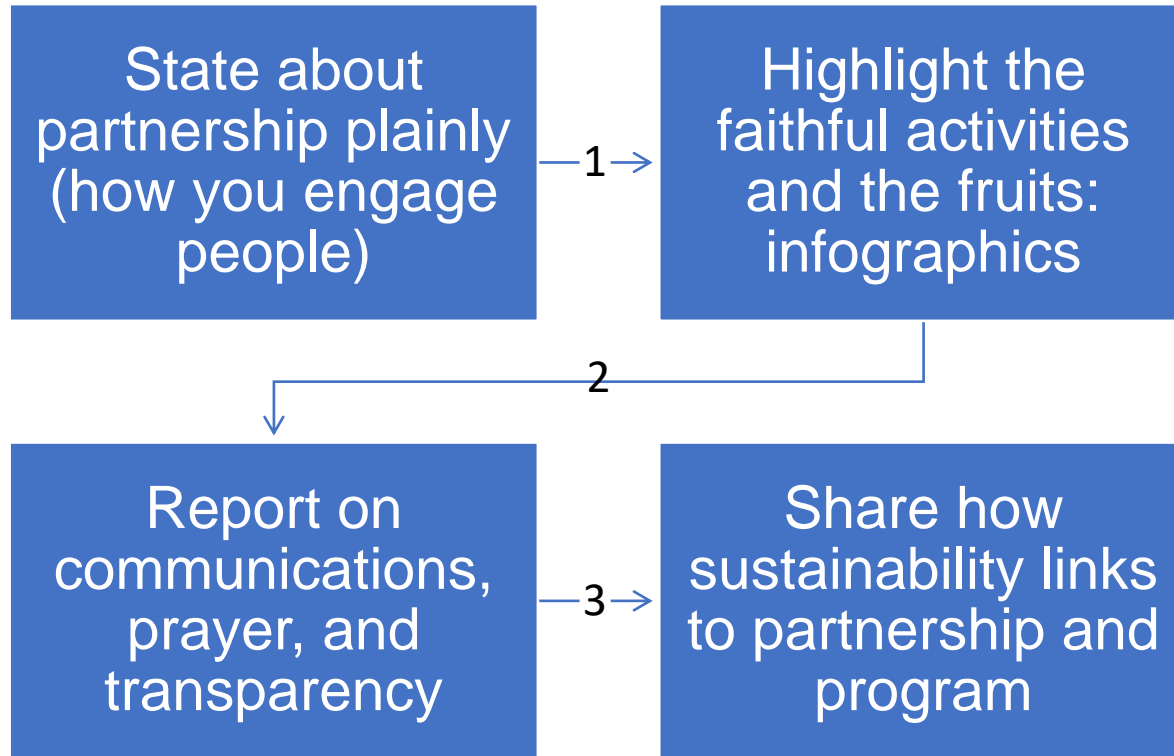
Share

- Share how readers can share in program work



Christian Super (Australia)

PARTNERSHIP



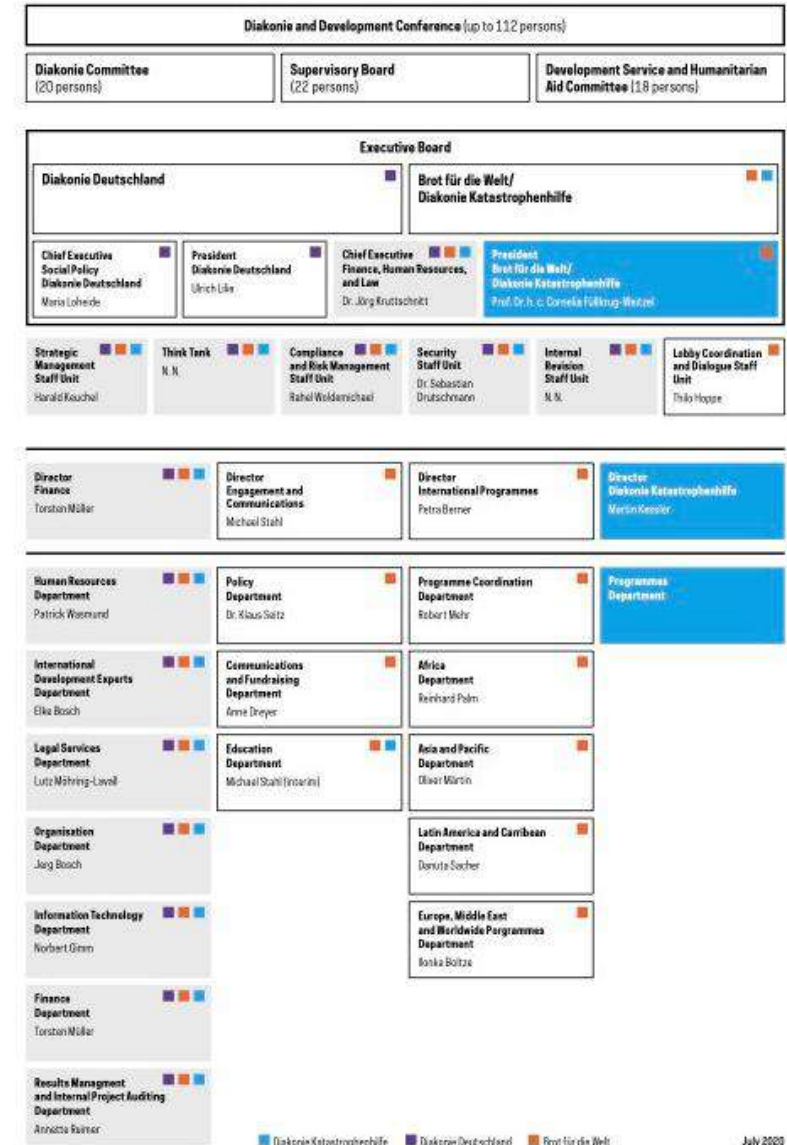
CCT Visions of Hope (Philippines)

PEOPLE



Organigram

EVANGELISCHES WERK FÜR DIAKONIE UND ENTWICKLUNG E. V.
(PROTESTANT AGENCY FOR DIAKONIE AND DEVELOPMENT)



Diakonie Katastrophenhilfe (Germany)

HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

1. Decide on the content of your annual report by drafting the table of contents or a storyboard

FRONT COVER 1	PRESIDENT'S LETTER 2	PURPOSE 3	PROGRAM STATS 4	PARTNERSHIP STATS 5	PROGRAM DESCRIPTION 6
TEACHING NARRATIVE 7	TEACHING STORY & COLLABORATORS 8	TRAINING NARRATIVE 9	TRAINING STORY & TESTIMONIES 10	TEAMWORK NARRATIVE 11	TEAMWORK STORY & PARTNERS 12
TOOLBOX NARRATIVE 13	TOOLBOX STORY & PAGES 14	PARTNERSHIP DESCRIPTION 15	PRAYER 16	COMMUNICATIONS (JE) 17	COMMUNICATIONS (SOCIAL MEDIA) 18
FINANCIALS (REVENUE & EXPENSES) 19	FINANCIALS (FINANCIAL POSITION) & ECFA SEAL 20	BOARD 21	STAFF 22	REGIONAL FACILITATORS 23	FUTURE 24
BACK COVER	+				

HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

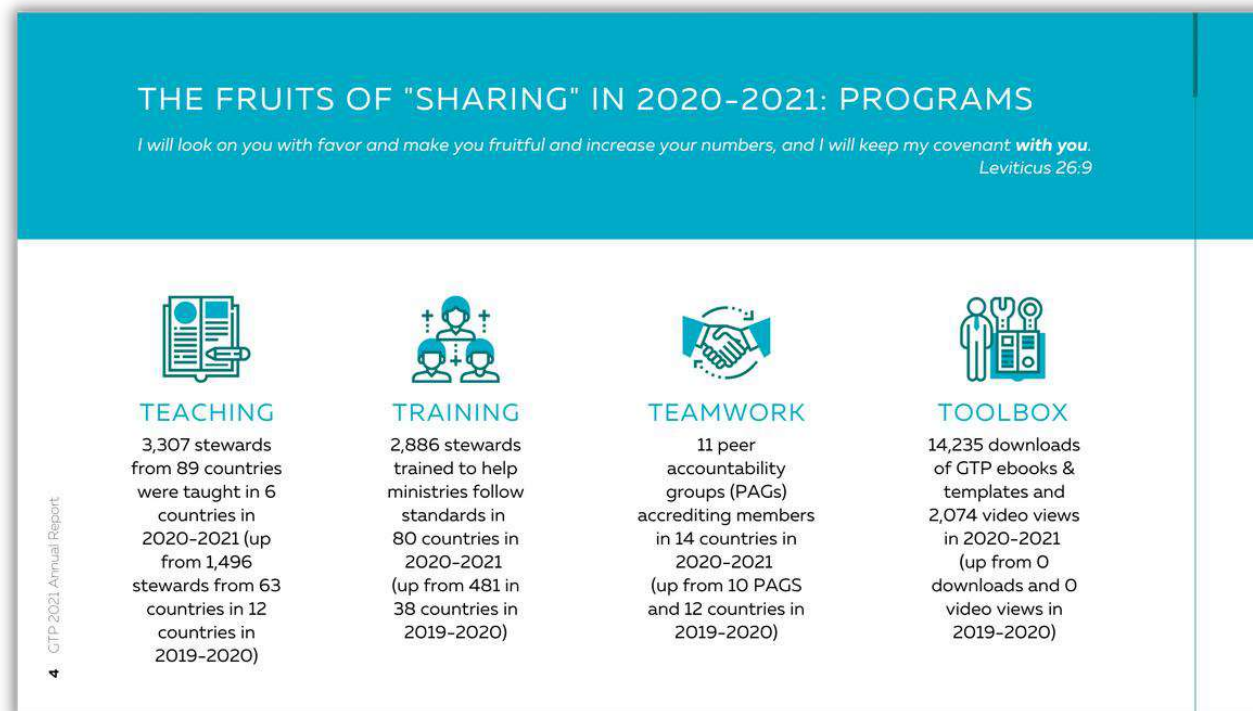
2. Decide on the theme or overarching story of the annual report (what story do you want to tell, what problem do you solve, what area does God have you working right now in the geography of the kingdom)



HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

3. Collect the following components:

- Bible verses and celebrations of God's goodness
- Program and partnership statistics



HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

3. Collect the following components:

- Pictures of real people served
- Stories of impact



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TRAINING

Our training program grew exponentially—exactly 500% over last year—from 481 participants trained in 38 countries to 2,886 in 80 countries. The growth largely came in response to online efforts.

Our responsive trainings took the form of webinars that addressed the felt needs of ministry workers. Topics included building capacity, succession planning, board governance, and growing giving. We engaged local experts for regional trainings to contextualize content.

Our replicable training, Journey of Empowerment or JOE, served 242 stewards in 23 countries in 2020-2021. We piloted Online JOE in October 2020 (pictured at upper left) and about 25% of participants replicated it!

We did an Onsite JOE with TOT (training of trainers) in Aswan, Egypt, in December 2020 (pictured at middle left). About 50% of these influencers have hosted JOE groups so far including Nada Bishara (pictured at lower left) with a Coptic Church group in Alexandria. Onsite JOE tends to replicate at higher levels.

[Learn more about our trainings here](#)

EMPOWERMENT

"Content was absolutely appropriate."

"Panelists all gave practical and doable insights."

"Love that there is a diagnostic tool for organizations and churches alike to launch us into the journey of putting our house in order."

"The session gave me a lot of info to share with others."

"It was a holy experience filled with the presence of God in which I encountered Him and hear His voice guiding me."

"JOE helped me discover my identity and role in God's kingdom... It reminded me of my calling and challenged me to remain faithful and humble."

"Biblically based, empowering, and encouraging... I have already formed a group to facilitate JOE for them."



"As a member of AfCAA we received an invitation to the GTP webinar entitled 'Succession Planning for Sustainability,' which I attended on 28 August 2020. I loved it. I found the whole webinar enriching, all of it. It was particularly relevant for our church because we are in a season of transition."

— Ngari Kariithi, Kenya
Read his impact story [here](#)

HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

3. Collect the following components:

- Highlights of the current year
- Updates on programs and partnership

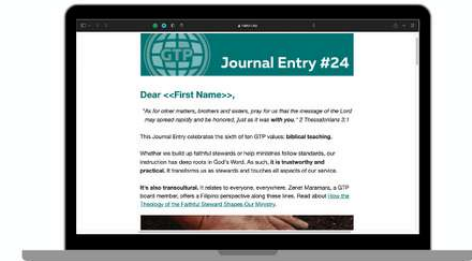
COMMUNICATIONS

Our Journal Entry (JE) email went to our growing Global Network email list twice each month. That list grew 126% from 1,792 to 4,055 in 2020-2021. JE serves as our primary communication tool.

Each JE shared free resources, impact stories or blog posts, and directed readers to future events or past recordings for viewing and download. JE also invited readers to partner with us in giving and prayer. It had a 37% open rate and 3.7% click rate (ahead of sector averages of 25% and 2.5%).

For Spanish readers, we launched our monthly *América Latina Boletín Informativo* in 2021 and sent 5 issues. By 30 June 2021, the list grew to 475 stewards in 20 Latin American countries and had an open rate of 38% and a click rate of 6.2%. This data shows where we have reach and receptivity, and guides program and travel decisions.

Subscribe to the Journal Entry [here](#)
Email mail@gtp.org to get the *Boletín Informativo*



HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

3. Collect the following components:

- Financials from independent auditors
- Peer accountability seal verifying compliance with standards

STATEMENTS OF FINANCIAL POSITION

ASSETS

	2021	2020
Current assets:		
Cash and equivalents	\$293,521	\$232,295
Prepaid expenses and other current assets	640	1,263
Total current assets	\$294,161	\$233,558
Property and equipment:		
Computers and equipment	14,586	7,803
Website	5,000	5,000
Accumulated depreciation	(10,073)	(4,189)
Net property and equipment	9,513	8,614
Total assets	\$303,674	\$242,172

LIABILITIES & NET ASSETS

	2021	2020
Current liabilities:		
Accounts payable and accrued expenses	\$2,658	\$1,236
Paycheck Protection Program refundable advance		8,000
Total current liabilities	\$2,658	\$9,236
Net assets:		
Without donor restrictions:		
Net equity in property and equipment	\$9,513	\$8,614
Operating	223,520	224,322
Total net assets without donor restrictions	\$233,033	\$232,936
With donor restrictions	67,983	
Total net assets	\$301,016	\$232,936
Total liabilities and net assets	\$303,674	\$242,172



HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

3. Collect the following components:

- Photos of people on the team
- Future plans and ways for people to engage with the mission

BOARD
(as of 12 October 2021) *

Gregg Capin (USA), Founding Member
Manju George (India)
Valentine Gitoho (Kenya), Vice Chair
Randy Kung (USA), Secretary
Zenet Maramara (Philippines)
Rob Martin (USA), Founding Member
Kehinde O.
René Pal
Sanjay Pa
Jaime Sch
Barbara S
Mark Wh
Gary Ho

FUTURE

TEACHING
We are scheduling travel and onsite program work in underserved regions as God opens doors.

TRAINING
Look for On Demand JOE and coaching for trainers. Groups of stewards will be able to experience JOE anytime, anywhere.

TEAMWORK
Along with translation work, we are planning the next International Accountability Summit for October 2022.

TOOLBOX
Subscribe to new GTP Inspiring Stewards on Spotify, Apple podcasts and Google podcasts.

PRAYER
Register for the Prayer Journal, and join us every third Wednesday for Monthly Global Prayer Hour.

COMMUNICATIONS
We are assessing our global network survey results and our digital analytics to improve all our services.

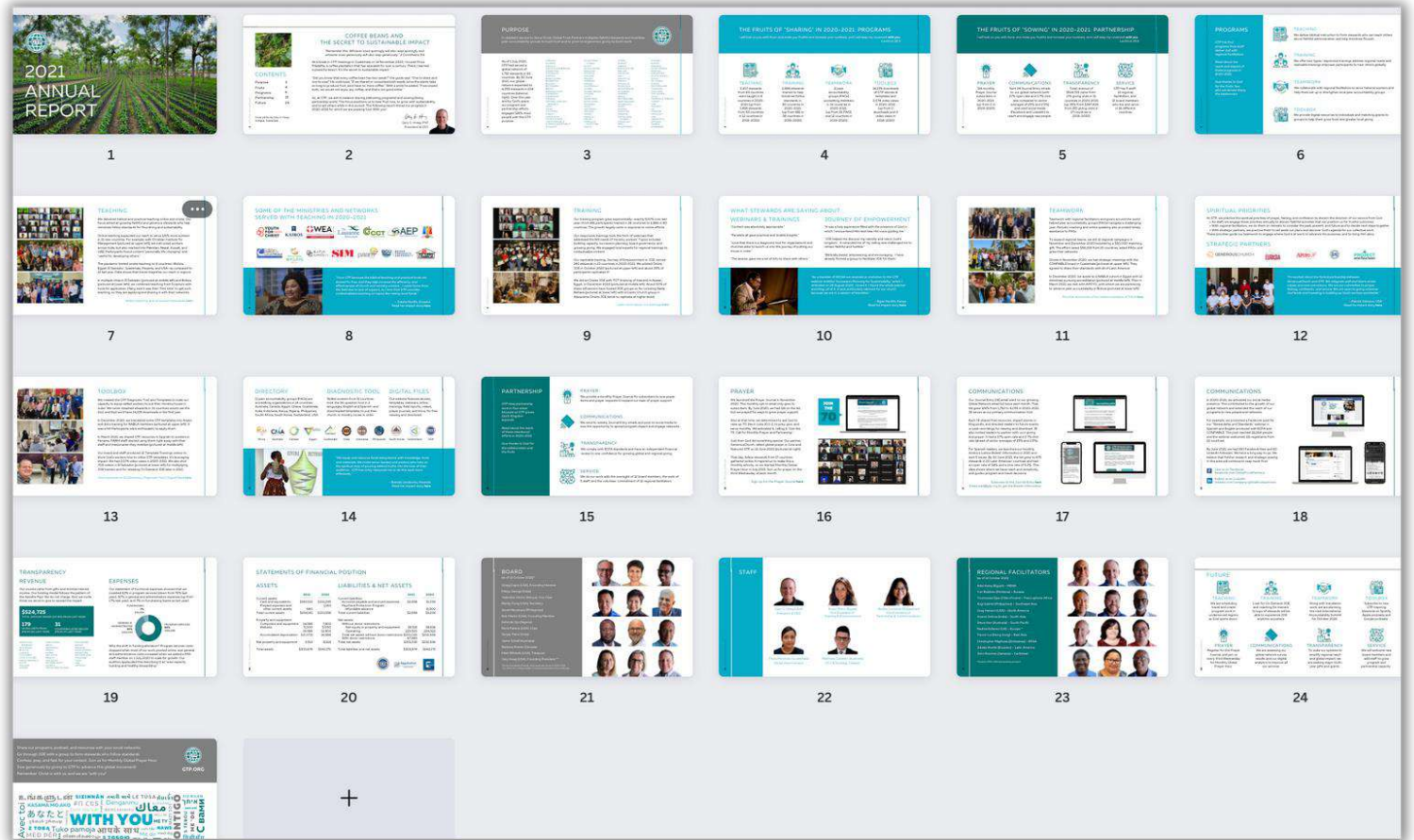
TRANSPARENCY
To scale our systems to amplify regional reach and global impact, we are seeking major multi-year gifts and grants.

SERVICE
We will welcome new board members and add staff to grow program and partnership capacity.

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HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

4. Assemble and format the annual report following the table of contents or storyboard (usually done with a graphic designer)



HOW CAN YOU PREPARE AN EXCEPTIONAL ANNUAL REPORT?

5. Proofread the draft to ensure accuracy of information

THE FRUITS OF "SOWING" IN 2020-2021: PARTNERSHIP

*I will look on you with favor and make you fruitful and increase your numbers, and I will keep my covenant **with you.***
Leviticus 26:9



PRAYER

116 monthly Prayer Journal subscribers in 2020-2021 (up from 0 in 2019-2020)



COMMUNICATIONS

Sent 24 Journal Entry emails to our global network (with 37% open rate and 3.7% click rate compared to sector averages of 25% and 2.5%) and used social media (Facebook and LinkedIn) to reach and engage new people



TRANSPARENCY

Total revenue of \$524,725 came from 179 giving units in 31 countries in 2020-2021 (up 35% from \$387,409 from 155 giving units in 27 countries in 2019-2020)



SERVICE

GTP has 5 staff, 12 regional facilitators, and 12 board members who live and serve in 16 different countries



WHY SHOULD GOD'S WORKERS PREPARE ANNUAL REPORTS?

Five reasons God's workers should use annual reports that illustrate faithful activities and fruits.

- 1. Follows Biblical Pattern:** God's workers do faithful work, God supplies the fruit, and sharing the news encourages people. This pattern glorifies God!
- 2. Strengthens Governance:** An annual report helps the board hold staff accountable to stay on track, and it serves as a tool for them to engage others to join them.



WHY SHOULD GOD'S WORKERS PREPARE ANNUAL REPORTS?

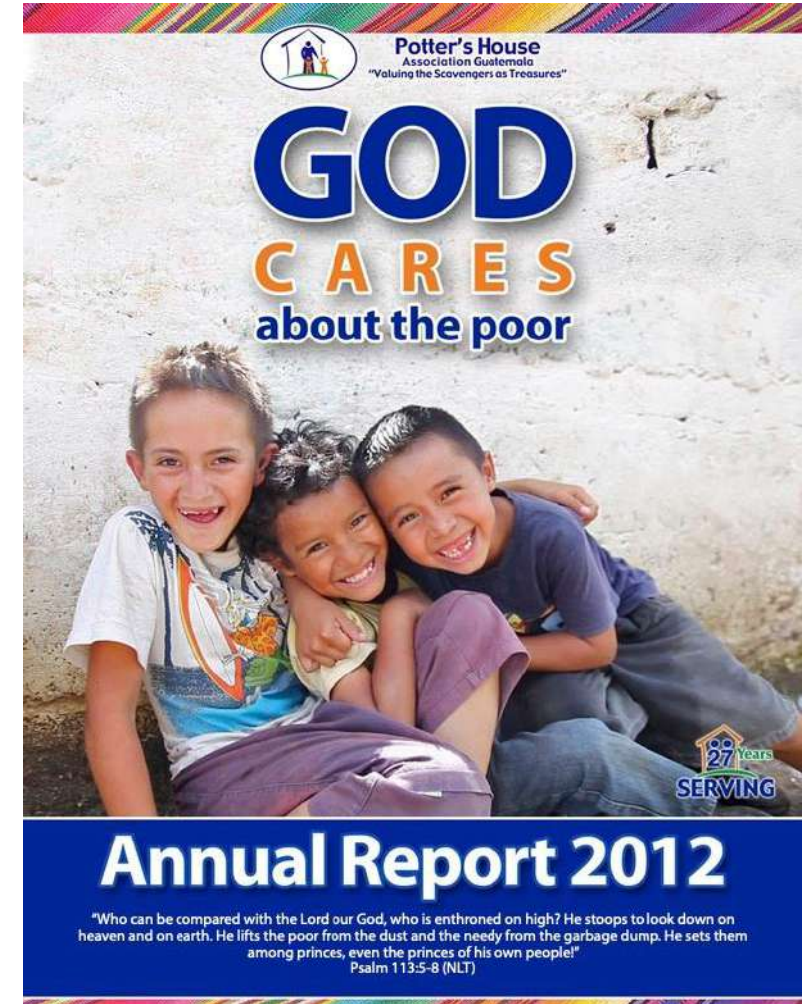
- 3. Increases Confidence:** Annual reports increase transparency. This grows trust among constituents and grows participation.
- 4. Mobilizes Assistance:** As churches and ministries have needs on an annual basis, annual reports rally timely help.
- 5. Ensures Sustainability:** With annual reporting, it makes sure that people stay involved. Money does not sustain ministry; people do.



WHY SHOULD GOD'S WORKERS PREPARE ANNUAL REPORTS?

*"We care about the poor because
God cares!"*

- Connect people to God
- Engage people on mission
- Serve those in need



Potter's House (Guatemala)

WHO SHOULD COLLABORATE ON THE EFFORT AND CONTRIBUTES WHAT PARTS?

CEO or Executive Director (letter, theme)

Chief Communications Officer (design, layout)

Chief Program Officer / Administrator (stats, stories)

Chief Financial Officer (financials)



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Canva basics


Team templates
Canva Teams


Design presentations
Design basics


Design Challenge

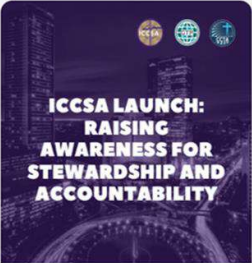
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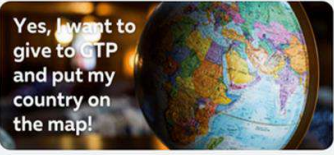
GTP 2020 Annual Report
Presentation
- 


GTP 2021 Annual Report
Presentation
- 

GTP at 3
800 x 2200 px
- 

MGPH 2022-2023 Facebook
1640 x 624 px
- 

ICCSA Awareness Event
Poster
- 

Journal Entry 2021-2022 Masthead
600 x 275 px
- 

Give to GTP (600 x 338 px)
600 x 250 px
- 

PNG June 2022 slide deck
Presentation



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Notes 10% 25



WHAT IF YOU PREPARED AND SHARED YOUR ANNUAL REPORT?

- People love a great story with pictures and infographics
- God loves to get glory



FOLLOW UP

After the webinar, you will receive a follow up email from GTP with:

- Links to download these annual reports, the slide deck, and webinar recording
- Access to future free resources and more from GTP Journal Entry (fortnightly)



Questions

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Email: Webinar@ECFA.org





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