

**POWER OF CHANGE**  
ANNUAL REPORT 2018



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# LETTER FROM REID



During our first year of ministry I was asked a question over and over again: “What exactly is it that you are doing?” Of course, we had a clear mission statement: “Power of Change exists to impact and influence the coming generations in the post-Christian West with

the gospel of Jesus Christ.” Though that was clear, the nature of the various parts of our work were coming into greater focus. After the Lord called us to place our labors in New Jersey into the hands of others, I was asking God a series of questions:

- I really want to stay invested in young people directly and evangelistically
- I really love the local church and church multiplication
- I really love serving pastors, dads, and campus ministry folk
- I really love Christian Apologetics and helping God’s people be thoughtful and effectively engage with lost people.
- Lord, can I do all of THAT?

Our hope was to serve these purposes in this generation in a behind the scenes way in order to build up the ministries of others. Now that we are closing our second year serving in this capacity I feel like I can answer the, “now what is that you do?” question without launching into some sort of long explanation.

*We support and strengthen churches, share good news with students, and thoughtfully engage the culture with the Gospel of Jesus Christ.*

The Lord has been gracious this year in providing for our work and family, and opening doors for impact and

influence. Our family continues to grow in his grace as we serve him together in the places we live, work, and play. Kasey continues to serve our community as a soccer coach and our kids are leading for Jesus in their schools and on their teams. The beloved disciple once wrote this about those in his care:

*I have no greater joy than to hear that my children are walking in the truth.*

### 3 John 1:4

It is truly a humbling thing as a father to see this in his own teenage kids. There is much in our world that can sidetrack and ship wreck young people today. Let us pray, love, and influence the coming generation with our witness in Christ.

In many ways this annual report is looking back over our ministry year which runs from September to August. In this report you will find a recounting of our service and financials for FY2018 which ended August 31. We will also share some objectives which we are looking toward in the coming year.

We thank each of you for your prayers, financial giving, and encouragement this year. We really need it more than you know.

May the Lord continue to humble, strengthen, and build each of you up in your faith and establish the work of your hands.

**Reid S. Monaghan**

Founder and President, Power of Change

# MINISTRY HIGHLIGHTS

1

youth apologetics conference

6

leadership training events

8

church planter equipping events

6

blog entries on [powerofchange.org](http://powerofchange.org)

5

university student events preached

4

local and regional FCA events strengthened and encouraged

3

evangelism and thoughtful engagement trainings

12

Sunday morning pulpits served

1

great team of Power of Change partners and supporters

25

episodes on the Gospel Underground Podcast

1

great God and Savior Jesus Christ

2

marriage and parenting conferences

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# THE GOSPEL UNDERGROUND PODCAST

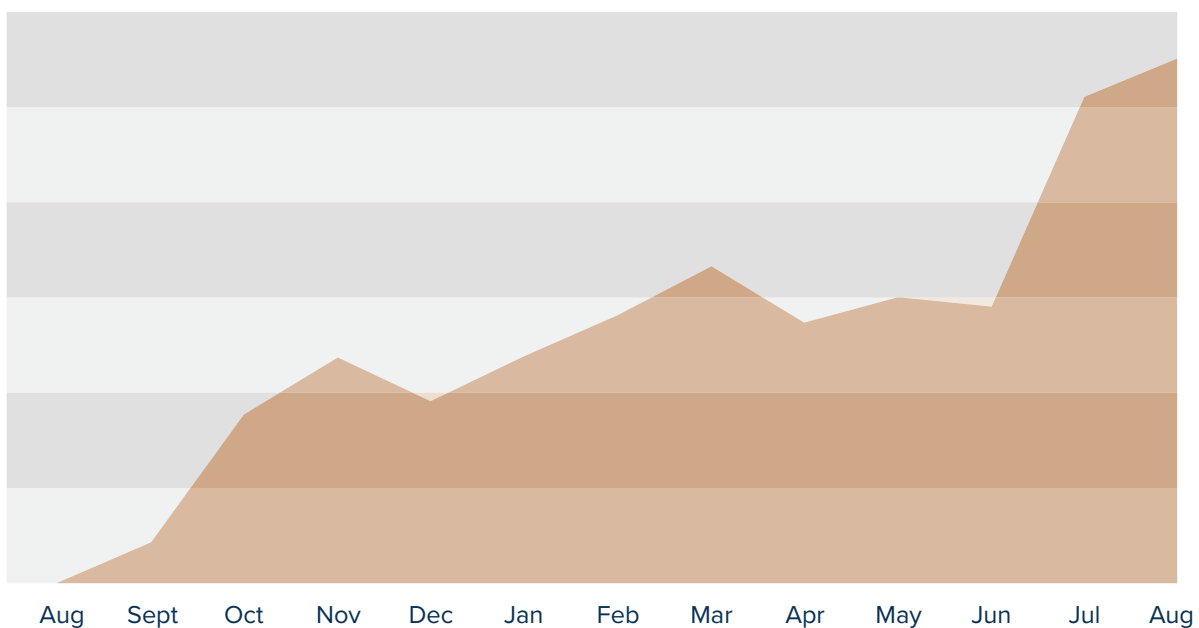
This year we launched a major content creation project to help Christians to thoughtfully engage with people and ideas in the borderlands between the church and culture. Our initial goals for the podcast were fairly simple. We didn't want it to be terrible. We didn't want the sound quality to be garbage. We wanted to know what we were talking about.

In addition, we wanted to see if a handful of friends might listen in and join us in the conversation.

**It has been a great year.** We've learned how much a good microphone and quality audio recording devices really matter! We've also had more than a handful of people join us as subscribers and listeners. We discussed matters both practical and technical, and we sought to have some fun and be a bit entertaining along the way. We are super grateful for how the Lord is blessing this work.

Whereas we thought we might have 10s of subscribers we quickly grew to 10s of 10s and then 10s of 10s of 10s. We are not sharing the precise numbers publicly but the graph of our subscriber take off looks like this:

#### SUBSCRIBERS | AUGUST 2017 TO AUGUST 2018



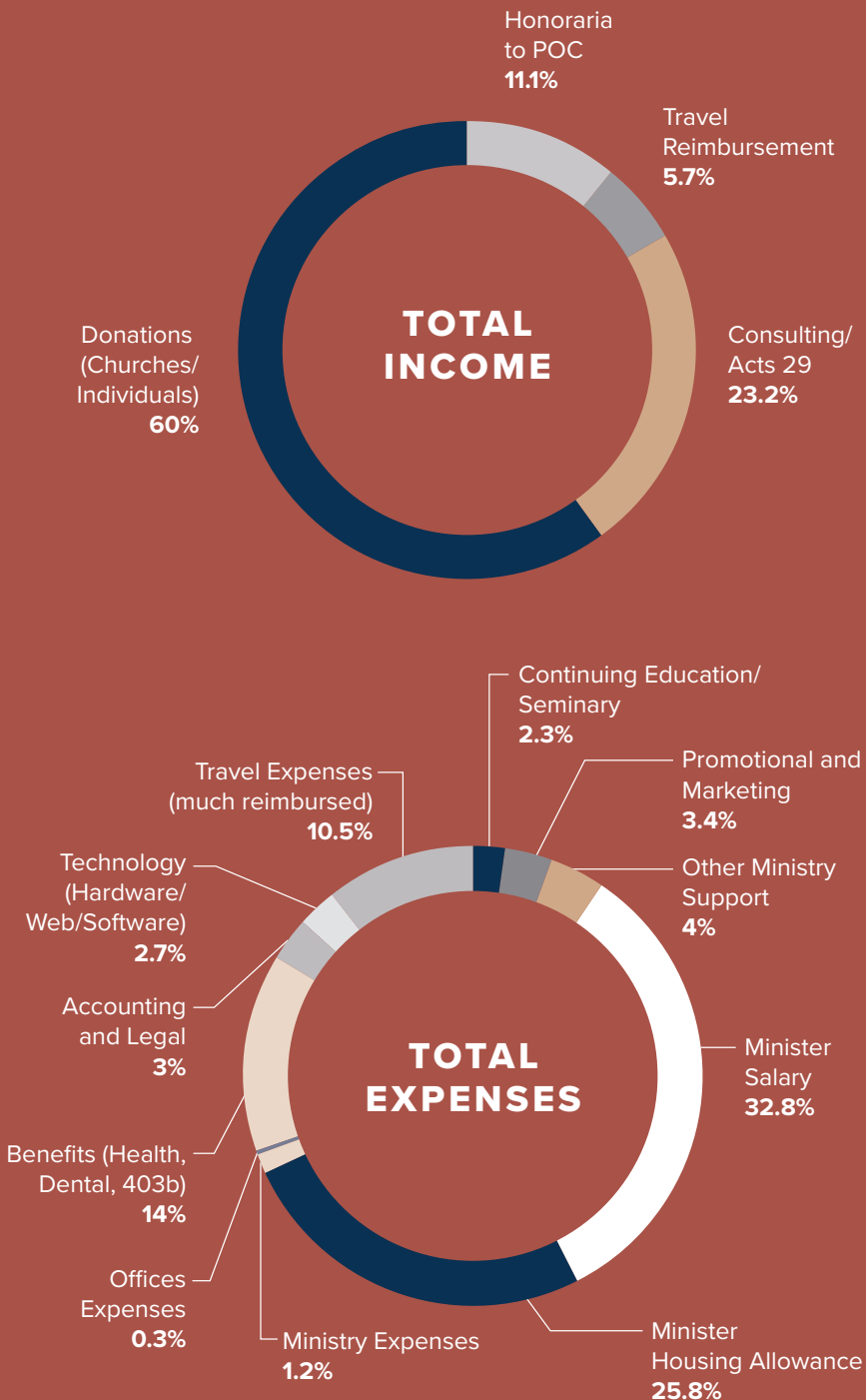
# FINANCIAL HIGHLIGHTS

| TOTAL INCOME                     |    | \$ 141,177.04 |
|----------------------------------|----|---------------|
| Honoraria to POC                 | \$ | 15,675.00     |
| Travel Reimbursement             | \$ | 8,142.46      |
| Consulting/Acts 29               | \$ | 32,804.63     |
| Donations (Churches/Individuals) | \$ | 84,554.95     |

| TOTAL EXPENSES                        |    | \$ 127,855.57 |
|---------------------------------------|----|---------------|
| Minister Salary                       | \$ | 41,974.00     |
| Minister Housing Allowance            | \$ | 33,044.00     |
| Ministry Expenses                     | \$ | 1,477.43      |
| Office Expenses                       | \$ | 474.31        |
| Benefits (Health, Dental, 403b)       | \$ | 18,000.00     |
| Accounting, Financial and Legal       | \$ | 3,921.90      |
| Technology (Hardware/Web/Software)    | \$ | 3,500.31      |
| Travel Expenses (much was reimbursed) | \$ | 13,515.21     |
| Continuing Education/Seminary         | \$ | 2,965.43      |
| Promotional and Marketing             | \$ | 4,433.62      |
| Other Ministry Support                | \$ | 3,774.87      |

| NET REVENUE |  | \$ 13,321.47 |
|-------------|--|--------------|
|-------------|--|--------------|





## OVER THE PAST YEAR

- A generous year end matching campaign again proved essential and fruitful providing close to 50% of direct donations for the year.
- We continue to enjoy serving the Acts 29 US South Central Network in service of church planters. This also provides a helpful consulting stipend to the ministry.
- We had some extra technology expenses associated with the upgrading of our podcasting studio with quality equipment.
- We created some promotional/marketing gifts for pastors and friends this year that incurred some expense, but has already resulted in multiple new speaking bookings.

## LOOKING TO THE FUTURE

- Benefit costs and structures remain a bit uncertain and challenging for small businesses.
- We are very dependent on strong, year-end giving. Please pray that December 2018 is once again strong.
- We are budgeting \$121,218.00 for the coming year. This is an increase of \$4,308 year over year and consists primarily in cost of living adjustment, travel budget adjustments, and processing fees for electronic donations.

# STRATEGIC FOCUS

# 2018

Reid's strategic objectives and focus for the coming year include faithfulness in current work serving the church as well as expanding new mediums to impact and influence others for Christ and Kingdom.

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1

Enhance and extend the reach of *The Gospel Underground*. Strategically invite a few more guests on this year and continue word of mouth, underground, promotion of the podcast.

2

Serve our local church as a consultant to help them with back end organization and staffing strategy.

3

Explore and Extend partnership with the Fellowship of Christian Athletes (FCA). This includes serving on the staff of the local high school football team as a character coach to impact young men, partnerships with FCA Wrestling, and investing in local evangelistic and equipping opportunities.

4

Continue to support and strengthen local churches with retreats, targeted training, equipping, and leadership development. Preach and share the gospel with students through partnered events.

# FROM THOSE WE SERVED IN 2017-2018

*Reid is gifted and breaks down supernatural evangelism to be a natural heart and sharing of the gospel with friends and neighbors. This man is a gift to the body of Christ, an evangelist and an apostle (if it's ok to use that word).*

**Charlie Hall**

Musician and Worship Pastor  
Frontline Church

**Really appreciate the impact you have had in my life and hope others get to enjoy that as well!**

**Rob Zimmerman**

POC Ministry Supporter

*I appreciate the flexibility Reid showed and his willingness to engage with students, staff during staff meetings, the wrestling team meeting and BadgerLife. Reid's visit impacted many students and helped to bring a few new faces through the door to BadgerLife on Monday night. We also loved the short video he sent us before the retreat that was helpful in recruiting students and casting vision for the weekend.*

**Holly Murray**

Local Team Leader  
Athletes in Action, University of Wisconsin

Keeping 40+ youth (mostly middle school aged) and a room of adults engaged throughout an entire 3-hour apologetics course is difficult to say the least. Reid did an amazing job and was able to keep all engaged throughout our seminar with his humor as well as his thought-provoking insight. Can't wait for next year!!!

**Dr. Spencer Harris**

Leader, First Baptist Church  
Louisa, KY.

Hey Reid, Just wanted to thank you for your great leadership this week! It was not a super easy week to go through but really felt like the Lord revealed some things to me that will be game-changers going forward! Tips in preaching, getting a pulse on our emotional status, and next steps. I know more stuff is coming my way to work on. :-) Man, both Charise and I just really loved your heart for your family, balance in speaking truth in love, and your “realness” when we were just hanging out. You are doing good work bro and you are perfect in that role! I know ministry doesn’t come with a lot of encouragement and I just wanted to share what we felt this week from you! Bless you this week!

**Brad Marvine**  
Church Planter

**Reid did an outstanding job communicating and most importantly demystifying a very difficult topic. He made it accessible and easy to want to say YES to what we are all called to do on the subject of evangelism. This training coupled with a follow up on the practical steps of stepping into what all it means is motivating and powerful one two punch for any saint wanting to get into the business of making disciples among those they live, work, and play around with. Great job!**

**Justin Coffee**  
Director 405 Center  
Oklahoma City, OK

Love this man. He’s been close to the heart of Terra Nova Church over the years and has had a huge impact in my life and others...from “man on a buffalo” to personal struggles and victories, Reid has the gift of going deep with others by using humor, story, honesty, humility, and God’s Word to minister. From the van ride up to Minerva, NY last week, Reid was “one of us...” He never postured as a “special speaker” but a fellow pilgrim. He fed a group of guys that do a lot of feeding on a day to day basis. We left feeling refreshed and filled. Blessed, and thankful. Reid is a fellow brother that I hope to see again soon. Blessings!

**Matthew Schwartz**  
Elder, Terra Nova Church  
Troy, NY



**POWER OF CHANGE**

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[powerofchange.org](http://powerofchange.org)