

# International Gospel Hour News



December 2018

Your support allows us to spread the good news of Christ and His kingdom. Thank you.

## In This Issue: 2018 Financial Summary

On the other side of this newsletter you will find a financial spreadsheet that summarizes all of our contributions and expenses for 2018.

Every penny *contributed* toward our work ... it's in there. And every cent *spent* on our work ... it's in there too.

Before I go into some of the details on that spreadsheet, let me note this. We have *always* maintained this policy: Our finances are an *open book*. For instance, I once met with an eldership where I was asked this question: "How do we know you need money?"

Great question.

To answer their question I opened my laptop, logged on to our Google Docs database and then proceeded to show them our current financial spreadsheets. Every deposit and every check we write gets recorded there. It's always up to date. We *always* know where we are.

Why do I point that out? Because I know that some good works *never* divulge any details about their finances. *Not* their contributions. *Not* their expenses. We may not be the biggest work. We may not be the best work. But we will *always* be, if I have any say in the matter, the most above-board financially transparent work possible. *If you have questions, just ask.*

### The Details

On January 1, 2018 our starting balance was \$20,415.04. On December 31, 2018 our ending balance was \$15,849.81.

During the year we received \$249,224.75 in contributions from churches and \$89,957.85 from individuals, for a total of \$339,182.60.

During the year we spent \$566,447.79, of which \$452,544.35 went *directly* to radio costs.

We averaged between 75% (Jan) and 87.7% (Feb) of expenses going to radio. The average for the year was 80%. That's a *dramatic* increase. Just a few years ago, *barely* 50% of our costs went to air time.

You might have missed it a moment ago, but our expenses *exceeded* our contributions by \$227,265.19.

How can we spend \$227,265.19 more than we received in contributions?

Our greater-than-contributions spending was possible because we received two large gifts in recent years. Those gifts allowed IGH to substantially increase our programs.

But, we knew that it was not going to be sustainable without additional estate gifts or an uptick in contributions. Neither of those was forthcoming.

Nearly 25% of our expenses in recent years have been covered by these two large contributions. We are thankful for them. We have spent them as wisely as we could. They have allowed us to air an unprecedented number of IGH programs. Unfortunately, we *can not* make large gifts last forever. They were given with the understanding that they would be used to spread the gospel, not to accrue interest in some bank. We spent those gifts as we pledged to do so when receiving them.

Here's an overview of IGH contributions for 2018: The highs, lows and averages were as follows: Church high - \$30,655.47 (May); church low - \$14,126.67 (Jun); church average - \$20,768.73. Individuals high - \$16,496.75 (Oct), individuals low - \$3,049.10 (Feb), individuals average - \$7,496.49. Average monthly contributions for churches and individuals - \$28,265.22.

The two largest figures on the spreadsheet are the contributions subtotal, \$561,882.56, and the total expenses, \$566,447.79. That first figure included both church and individual contributions — totaling \$339,182.60 — *plus* the \$222,669.96 drawn from the last estate gift. The second figure, total expenses, includes the third largest figure, what we spent on radio last year, \$452,544.35. We averaged \$37,712.03 monthly on radio.

From my perspective, of everything revealed in this spreadsheet, what we spent on air time, including both the monthly average and the total amount for the year, are the *most important* figures. Why? Because it shows that we were totally *invested* in doing what International Gospel Hour has always been about: spreading the good news of Christ and His kingdom.

We were not just *invested* financially, though that's certainly part of it. But, more important, we were *invested spiritually*. We could not spend that amount of money unless churches, individuals and the benefactors of large estates gave generously to support us.

## In Closing

As you will see in the next report, I spend a lot of time reading, researching, writing, editing and then, finally, recording the manuscripts that will become International Gospel Hour broadcasts. Because of the way I work, I am often up at 6 am and in bed after midnight. Most of that time will be spent in doing what I just described. I enjoy it. It excites me. It's what it takes to get this work done, and it's done fairly successfully.

I do the web work for InternationalGospelHour.com. I update all the files, the links, the free materials that we offer. I handle the social media. I write all the newsletters. And yes, I am close to catching up. I handle the business side of finding the best stations at the best costs and I am in constant contact with the stations and the brokers that are part of this work. I do all this and more because I believe that what we are doing meets God's expectations of us.

I can do many things to make this work as successful as possible, but there are two things that *I can not* do. First, *I can not* fund International Gospel Hour by myself. And second, *I can not* force anyone — churches or individuals — to support this work. In both of these areas I am quite powerless and most unsuccessful.

If International Gospel Hour thrives in the future — not just *exists*, but *thrives* — it *must* have a robust financial network of support to keep it going. We do *not* have that. Not yet anyway.

I have encouraged our supporters to help us get to a \$2000.00 per day budget, but I have failed miserably in getting that message across.

The math to make it happen, that's easy. Find 365 churches and/or individuals that will give \$2000 a year — *not* a month — but a year, and we could grow International Gospel Hour beyond anything we have ever done.

Too much? It appears that way. When I see that we did not even average \$1000.00 per day from churches and individuals last year, doubling our goals seems to be wishful thinking, not realistic planning.

I am still convinced, though, that a \$2000 per day budget remains doable. And I will continue to encourage others to help us get to that point as long as I possibly can.

If this work continues and thrives, it will only be because we are *effective* in preaching the truth and because we are *efficient* in keeping costs and contributions in sync.

When costs exceed contributions, the two are *not* in sync. When contributions go down, we *must* cut costs. That means *fewer* stations, *fewer* programs and *fewer* souls reached. That's unfortunate, but without increased support, that's what we have to do.

If you know of better works, reaching *more* souls at reasonable and transparent costs, then support those works and support them wholeheartedly.

If you believe that International Gospel Hour qualifies as a good work, and if you believe that this work can continue to reach even more souls with the gospel of Christ, then please support this work, and support *it* wholeheartedly.

In Christ,

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	447.82	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVE	TOTALS
<b>Start Bal</b>	20,415.04	13,594.18	40,403.68	23,383.84	53,059.33	42,341.34	21,190.02	7,264.30	447.82	6,006.08	21,356.38	5,406.12	21,239.01	20,415.04	
<b>Deposits (Church)</b>	24,403.00	17,116.67	23,015.00	17,889.67	30,655.47	14,126.67	18,269.67	22,937.92	14,614.67	26,571.67	18,989.67	20,654.67	20,768.73	249,224.75	
<b>Deposits (Individuals)</b>	4,827.00	3,049.10	4,427.50	5,528.25	4,355.00	8,380.00	10,196.25	9,077.00	2,012.00	16,486.75	13,772.00	7,857.00	7,496.49	89,957.86	
<b>Subtotal</b>	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	40,000.00	30,000.00	40,000.00	31,814.28	222,689.96		
<b>Church+Individuals</b>	49,645.04	83,759.95	67,846.18	96,781.76	89,206.36	64,848.01	49,655.94	50,822.62	57,074.49	79,074.50	54,118.05	73,917.79	49,504.23		
<b>Contrib, Subtot. (+other)</b>	29,230.00	20,165.77	27,442.50	23,397.92	34,990.47	22,506.67	28,465.92	32,761.67	28,511.67	28,265.22	33,918.26	28,182.60			
<b>Expenses</b>	29,230.00	70,165.77	27,442.50	73,397.92	36,147.03	22,506.67	28,465.92	43,558.32	56,626.67	73,068.42	32,761.67	68,511.67	46,823.55	561,382.56	
<b>Salaries</b>	7,383.34	3,691.67	11,075.01	7,383.34	7,383.34	7,383.34	7,383.34	7,383.34	7,383.34	7,383.34	7,383.34	7,383.34	88,500.08		
<b>Tech</b>	600.00	600.00	600.00	750.00	600.00	750.00	600.00	750.00	600.00	600.00	600.00	600.00	7,800.00		
<b>Radio</b>	27,137.00	38,030.60	31,990.60	34,556.60	36,349.12	33,162.30	33,052.63	41,408.75	40,997.75	48,486.75	39,777.55	48,214.70	37,712.03	452,544.35	
<b>Postage</b>	23.39	360.25	229.25	261.74	800.65	480.05	350.00	528.00	300.00	600.00	3,933.33				
<b>Office</b>	907.13	673.75	1,167.48	790.75	731.91	1,535.67	932.71	1,409.32	948.03	728.04	1,119.94	11,800.40			
<b>Working Fund</b>												1,000.00			
<b>Lectureship</b>									50.00				273.00		
<b>Printing</b>					496.63								496.63		
<b>New Prog</b>	0.00												0.00		
<b>Legal Fees</b>	0.00														
<b>Mileage</b>	0.00												0.00		
<b>Total Expenses</b>	36,050.86	43,356.27	44,462.34	43,722.43	46,865.02	43,657.99	42,391.64	50,374.80	51,068.41	57,718.12	48,711.93	58,067.98	37,712.03	566,447.79	
<b>End Bal</b>	13,594.18	40,403.68	23,383.84	53,059.33	42,341.34	21,190.02	7,264.30	447.82	6,006.08	21,356.38	5,406.12	15,849.81	11,792.20	-566,447.79	
<b>Balance Difference</b>	-6,820.86	26,809.50	-17,019.84	29,675.49	-10,717.99	-21,151.32	-13,925.72	-6,816.48	5,558.26	15,350.30	-15,950.26	10,443.69	-380.44	-4,565.23	
<b>Contrib/Expense Diff</b>	-6,820.86	26,809.50	-17,019.84	29,675.49	-10,717.99	-21,151.32	-7,264.30	-6,816.48	5,558.26	15,350.30	-15,950.26	10,443.69	9,111.52	-4,565.23	
<b>Radio %</b>	0.7527420982	0.8771649406	0.7060042274	0.7899057761	0.7756130265	0.7595929176	0.7796988931	0.8220131891	0.8028005963	0.840611454	0.8165874356	0.8303147449	0.80		