

2015 Annual Report



For 30 years, Man in the Mirror has been equipping men to disciple other men through the local church. For example, we first started discipling Mike seven years ago. Since then he has helped disciple 155 more men through a Sunday men's class at his church. And one of those men, in turn, has helped disciple another 70 men in a Tuesday home group. That's how it works!

Since the ministry efforts described in this report have helped us impact 12,000,000+ men in the last 30 years, we are praying that God would drive many of those men into life-transforming discipleship with other men. **Our BHAG (Big, Holy, Audacious Goal) is to see 10,000,000 new men leading powerful, transformed lives by 2025.**

We are grateful for your partnership and pray that you will find this report to be a great encouragement.

Until every man is disciplined by another man,



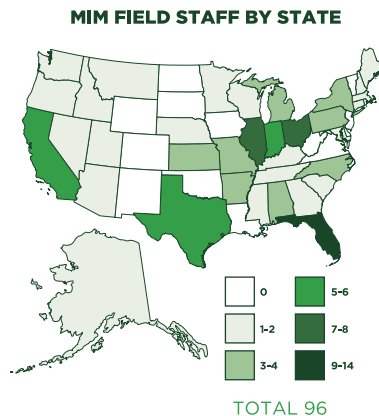

Pat Morley
 Founder & Executive Chairman
 Man in the Mirror




David Delk
 CEO & President
 Man in the Mirror

Field Staff

As part of our efforts to help pastors and leaders disciple men, we are building a network of Field Staff. These 96 men are equipping churches and leaders with an intentional strategy called No Man Left Behind that helps them disciple ALL their men, not just those who will come to a men's ministry event. Churches are seeing great results.



Training Week: 63 Field Staff received tailored, experiential training at our Annual Conference in February 2015.

We've learned a lot since our launch in 2012 so we revamped the hiring process in 2015. Now, each man starts as a volunteer Field Representative with 30 hours of training and a more senior staff member to mentor him. This allows a man to start working with churches much faster and builds on his success one step at a time.

**WITHIN 1 YEAR
OF ENGAGING WITH A
FIELD STAFF MEMBER**



**A CHURCH SEES AN AVERAGE OF
15 NEW MEN IN DISCIPLESHIP**

- **Field Representative:**
Trained, commissioned and serving communities within 6-9 months
Works with 2-5 churches per year
Volunteer

- **Part-Time Area Director:**
Works with approximately 50 churches in first 3 years
Paid or Volunteer

- **Full-Time Area Director:**
Works with 100+ churches in first 3 years
3,000-4,000 new disciples
Paid or Volunteer

These trained “boots on the ground” are also personally reaching men in their own communities.

Greg Wilkerson, Area Director—Chicagoland Area, IL



Two and a half years ago, I met James in front of a McDonald’s. He and a few guys were practicing for a drill team competition, and the Holy Spirit led me to ask them to perform at a men’s conference. James shared that when he was 18 he was incarcerated for over a year. He was on probation.

For the following year and a half, I took him to visit his parole officer and to his court appearances. James had a father at home, but their relationship was distant, and eventually, his father asked him to leave. James was homeless.

I remember Patrick Morley saying, “Your system is perfectly designed to produce the results that you are getting.” Many of our at-risk, young, African-American males are a result of a dysfunctional system. So we shouldn’t be surprised at what we are witnessing in cities like Chicago. The church should be the extended family to these

young men. We see our brothers in distress; who can they go to for help if it’s not the church? I believe our love for God can be measured by our love for the person we love least.

After James had completed his probation, I encouraged him to participate in the Job Corp program. I see him on his free weekends, and he is currently doing well.

I always pray to God to heal where we are bleeding most profusely. Reaching men is the reason I am involved with Man in the Mirror. I saw this ministry as the catalyst for discipling men who will someday become the better fathers, husbands, and friends that Jesus Christ wants us to be. They need to see the hope in our Lord and Savior Jesus Christ.



John Williams, Area Director—Palm Coast, FL

One of the blessings of being an Area Director is the network of relationships that develops in our region.

Tim came to me after one of the Man in the Mirror seminars as a broken and desperate man. His wife had just issued him a restraining order and he needed to move out of his home to another city. He shared with me his desire to turn his life around and asked me if I knew a church near his place of work that had a good men’s group. I then called a men’s discipleship leader near where he would be living. The leader met Tim the following Sunday at his church and connected him to some other men. They helped him move, and Tim became connected to the men in that church. Tim and his wife then went to marriage counseling. Imagine my great joy when I read a Facebook post later in the year that Tim wrote: “My wife and I are celebrating our anniversary by renewing our wedding vows!”

This is just one of many places where God is transforming the hearts of men and impacting families for the kingdom of God.



**70,000
PEOPLE
VIEWED
THE MIM
VIDEO
BIBLE
STUDY
308,000
TIMES
IN 2015**

Man in the Mirror Bible Study

The Man in the Mirror Bible Study began 30 years ago in a Winter Park, Florida, tavern. Decades later, hundreds of men continue to gather each Friday morning to hear God’s Word applied.

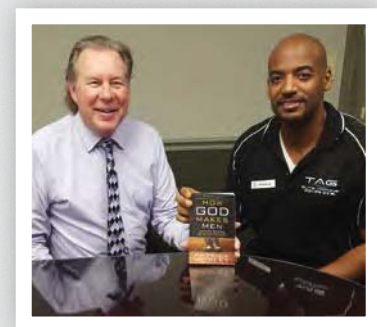
Video Bible Study Online

Many of the thousands of viewers of the Man in the Mirror Video Bible Study Online are actually small groups across the country and around the world.

Doing [a different kind of] Time

Ninety-three percent of prisoners incarcerated for more than five years never receive a guest. But with the help of a Daytona Beach prison ministry and Man in the Mirror, men in the Tomoka Correctional Institution are experiencing peer discipleship that inspires hope beyond the concrete walls. Twenty-five inmates watched and discussed the *How God Makes Men* Bible study series semi-monthly in 2015.

Mark Dwyer, a volunteer, said, “The story of Moses almost got a standing ovation inside there. These lessons about how God develops us are applicable whether we are inside a prison or not.” Just like the live Bible study in Winter Park, the men discuss the lessons in small groups and have table leaders. “It’s a great way for somebody to get connected—a great way for someone who is struggling with the Word of God to see it come alive. And we know that we can provide a consistent level of discipleship going forward,” Mark said. “Who can fix that tangled mess inside of a man? Only Christ can. The video Bible study is something they can hold onto. It’s practical. It helps them clearly see God’s providential hand in their life.”



Volunteers Mark Dwyer and Marlon Young foster discipleship in the Tomoka Correctional Institution near Daytona Beach, FL

Leadership Training Center



The No Man Left Behind Model helps churches create an atmosphere where the Holy Spirit inspires men to engage in life-on-life discipleship. In the summer of 2015, we made it easier than ever to get trained, offering online training through a brand new website, nomanleftbehind.org. Churches gain unlimited access to videos, planning tools, and facilitator guides through a nominal annual subscription. Our

track record demonstrates that whether a leadership team completes training at a live conference, online, or via DVD, if they implement the ideas they learn, then they'll be equipped to reach and disciple every man in their church.

TRAINING BY THE NUMBERS

 **15,000**
LEADERS & PASTORS
 **5,000**
CHURCHES
FROM
IN THE PAST DECADE

We began our No Man Left Behind (NMLB) journey about five years ago. We've seen significant movement with the "5 types of men"—men who need to know Christ becoming Christians, and Cultural Christians growing into Biblical Christians. Additionally, the "Capture Momentum" idea of always offering next-step suggestions at every event, class, or Bible study, has proven to be very valuable. We use this approach with everything we do. Finally, we've used the "all-inclusive" ministry mindset to recognize where our people are already coming into contact with "church" and minister to them—disciple them—right there. All of our teachers, partners, coaches, team leaders, etc. use what they do as an opportunity to grow the people in their group, but also as a way to help the individuals in their group reach out to others. We're truly grateful for the partnership we have with Man in the Mirror.

—Pastor Jim, MI

Journey to Biblical Manhood

Based on the principles of the No Man Left Behind Model, the Journey to Biblical Manhood provides churches with a long-term framework to disciple all their men. The Journey consists of 12 Challenges that relate to the major areas of a man's life. In 2015, we were pleased to release Challenges 5-8: Disciplines, Work, Mission, and Money. Since launching in late 2012, more than 1,100 churches have subscribed, representing 47 states and 30 countries!

I can't recommend the Journey to Biblical Manhood enough. While it's flexible, the process is there and the leaders here love it. During the first quarter of 2015, we held two Man in the Mirror events to kick off Challenge One of the Journey. Combined, there were 140 guys from 14 churches, 9 different denominations, more than 40 commitments of faith, 2 first-time conversions, and one amazing God. Eighty percent of those men joined follow-up small groups (and those numbers actually *grew* in the six weeks that followed). Eighty percent of *those* men then rolled into more in-depth study. Reports are coming in of marriages being healed; the journey to find freedom from porn is happening as men are asking for and finding help from their brothers; and men are learning how to live out their faith and enjoying the journey together with other men.

—Clark, OH

MAKING A DIFFERENCE

REACHING 116,000 MEN IN 1,300 EVENTS



1/3

SURRENDER
OR RESURRENDER
THEIR LIVES TO CHRIST

2/3

JOIN FOLLOW-UP
GROUPS

Seminars

Man in the Mirror has helped churches reach 116,000 men through more than 1,300 men's events, such as *Success That Matters*, *Rewired*, and *Dads That Make a Difference*. God has moved through our seminars in a mighty way to transform men, marriages, families, and churches!

In 2015, we officially released our newest event, *Rock Solid Men*, based on 1 Corinthians 16:13-14:

"Be on your guard; stand firm in the faith; be men of courage; be strong. Do everything in love." We trust that God will use it to continue to draw men into relationship with Him and with other men.



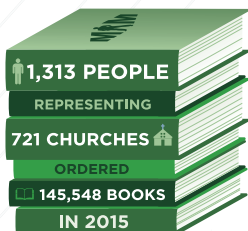
Jim wasn't sure God had any relevance in his life. He was sliding deeper into depression. Things got so bad that his wife was ready to leave him. She'd been attending our church for a couple weeks and told him that if he didn't go with her, she was done. As a last-ditch effort, he showed up at the *Success That Matters* event that we hosted.

Jim now has his first Bible and has been diving into Scripture with the help of the guys in his follow-up group. He prays with his kids and wife every night. The way God has moved so powerfully is absolutely incredible!

I am convinced that without us doing *Success That Matters*, following the plan Man in the Mirror provides, and using their resources, Jim would be in a world of trouble right now. Jim is just one guy that made doing this event completely worth it!

– Tyler, IN

BOOKS! BY THE BOX



Books! by the Box

Almost 10,000,000 books have been distributed through the Books! by the Box program since its start in 2000. Twenty-two titles are offered in bulk at discounted prices—perfect for small groups, one-on-one discipleship, and outreach. The 25th Anniversary Edition of *The Man in the Mirror* was offered in the Books! by the Box program in 2015.

We've used *The Man in the Mirror* in a men's six-month discipleship house for drug/alcohol addicts, and it always generates great discussion and application. The men come from all sorts of socioeconomic backgrounds and life experiences. It's truly amazing how relevant the material is consistently to each man wherever he is in life."

—Robert

UNIQUE WEB VISITS



Websites

Our web presence is growing. Our IT department rolled out five new websites in 2015, including nomanleftbehind.org. Two more state-of-the-art websites are expected to be completed in 2016.

A New Home Base

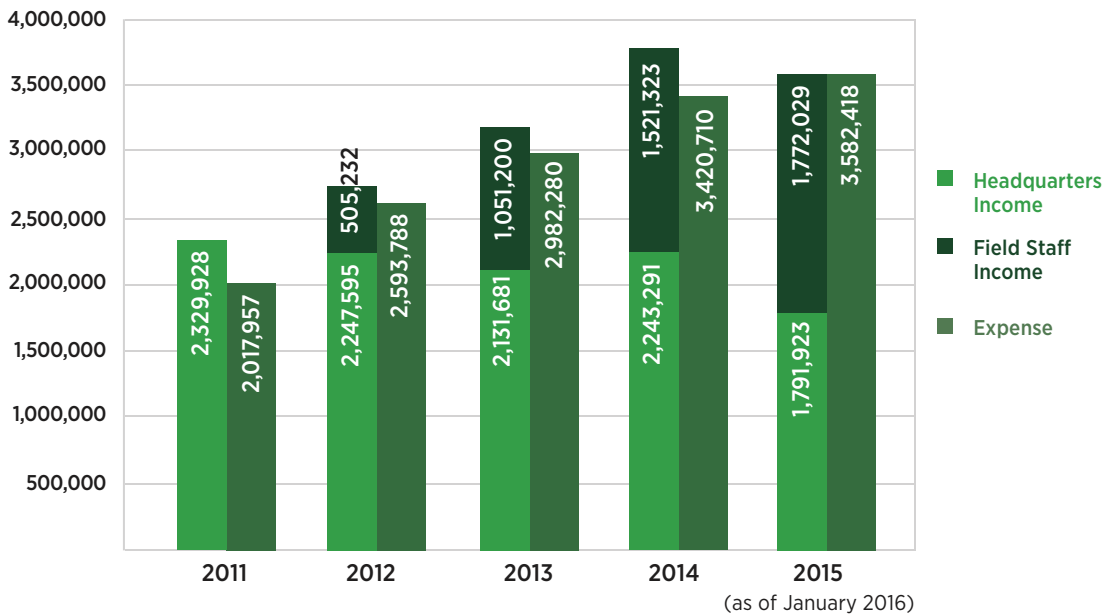
In late 2015, we prayerfully pursued an opportunity to purchase a permanent headquarters. We are praying that God would provide the funds in 2016 to purchase the building without a mortgage, allowing us to invest every dollar back into ministry for the *next* 30 (and more) years.



Finance

We are so grateful for how God has raised up generous partners who share our passion for discipling men. Our Board of Directors and staff strive to be good stewards of the spiritual and financial resources that God has blessed us with. People who see all that is produced from our office consistently tell us that they don't know how we can do so much with so little. We have a great staff and have been greatly blessed by God.

Man in the Mirror Income and Expense 2011–2015





Man in the Mirror is a non-profit ministry with the vision to see every church disciple every man. We strive to see this vision become a reality by serving pastors, training leaders, and transforming men with the power of Christ. We offer leadership training, men's events, small group resources, Bible studies, a quarterly devotional, ministry consulting through our Field Staff around the country, and more. For more information, please call us at **800.929.2536** or visit **maninthemirror.org**.

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