



# Annual Report

## 2020

**DISCIPLESHIP CHANGES *EVERYTHING***

# SHIFTING GEARS

Dear Friend,

When COVID-19 hit in 2020, many businesses, schools, and churches closed their doors. As a ministry, we were forced to ask what leaders and pastors all over the world were asking: How do you continue to disciple men in a pandemic—men who have lost their jobs, loved ones, their sense of community, and routines?

While social isolation brought physical safety, it also brought with it emotional, mental, and spiritual danger. **When an economic downturn, racial unrest, and political strife were added to a health crisis, we recognized immediately that it was more critical than ever for men to be grounded in their faith in God and in their relationships with others in the body of Christ.**

Our mission didn't change; in fact, it became even clearer and more urgent. We quickly adapted to the circumstances in order to carry it out, making substantive changes to the ministry after much prayer, including event cancellations and budget reductions. Through it all, God has remained faithful—and many partners and friends sustained us with their steadfast prayers and generous investments.

As soon as we could, we applied and were approved for the Paycheck Protection Program funding for our Orlando team, as well as our hired Area Directors out in the field. This was a tremendous blessing to the ministry and enabled us to focus on developing new ways to serve pastors, equip leaders, and transform men with the power of Christ.

Our Area Directors continued tirelessly to support pastors and leaders in their regions—most of whom were experiencing the hardest year of ministry they'd ever known—as they worked to keep men growing and connected. And at headquarters, we worked hard to provide innovative training, discipleship resources, and community to men.

**The year 2020 proved to be a refining fire for Christians and churches, and we are grateful to God for both the spiritual hunger it has created and the cracks it has exposed. With your support, together we will continue working to see the church strengthened and men's lives changed through the power of the gospel. Discipleship changes *everything*.**

With you in the Great Adventure,



Brett Clemmer | President



**How do you continue to disciple men in a pandemic—men who have lost their jobs, loved ones, their sense of community, and routines?**

## Our Vision

# To see every church disciple every man

**NOW MORE THAN EVER**, if we want to see every man become a disciple of Christ, **we can't just *wait and see*; we have to *go and make*.**

“Jesus invited a handful of men to join Him on a journey to become His disciples. He loved them, taught them, and mobilized them to invest in men who would, in turn, invest in other men. Today over two billion people profess the name of Jesus Christ.

Now we have a new generation of men to reach. They are different. Pulsating opportunities have opened to us. Our methods are changing. But one thing never changes: Only Jesus can satisfy the deepest hungers of the human heart. Discipleship was, is, and always will be how God changes men's lives.”



Pat Morley | Founder & Executive Chairman

## Our Mission



**Serving Pastors  
Equipping Leaders  
Transforming Men**



## Serving Pastors

**“A friend loves at all times, and a brother is born for adversity.” —Proverbs 17:17**



## A Call to Action

**“Our Area Director, John Williams, is a very sincere, compassionate, hardworking Christian leader. He is a team builder, collaborator, and an encourager who I trust completely.”**

—Pastor Randy  
Palm Coast, Florida

In February, we held our annual “Reunion Week” for a time of ministry training and relationship-building with Area Directors and board members. The year’s theme of “A Call to Action” couldn’t have been more fitting for what was to come!

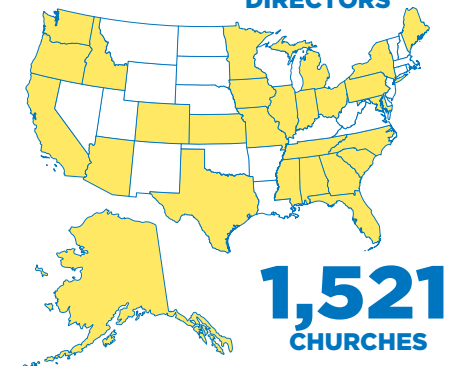
As churches began closing just one month later, Man in the Mirror Area Directors stepped up to help the pastors they serve navigate the challenges of online gatherings without sacrificing discipleship.

**They coached them on using technology, provided new ways to keep their men connected, and offered ongoing prayer and encouragement.**

### BY THE NUMBERS

**28**  
STATES

**66**  
AREA  
DIRECTORS



## Serving Pastors



# Shepherding in Survival Mode

For most pastors, 2020 was the hardest year in ministry they'd ever experienced. It was a privilege to come alongside them with resources and support.

Pastor Scott in Ohio shared, "As a pastor during this pandemic, I have been overwhelmed trying to pull our leadership together and get a church survival plan in place while learning how to livestream our services for the first time. Your recent Bible Study message, *The Faith of Moses*, was the most impactful and encouraging to me personally that I can remember since I received Christ as my Savior! It will carry me through this and any other storm that comes against my ministry!"



**"Chris DeTombe, my Area Director, has been incredibly encouraging to me personally. As a pastor, it can be lonely and he's a true friend. He's done an outstanding job."**

—Pastor Gary  
Fair Hope, Alabama

**"Your Bible study on the faith of Moses will carry me through this and any other storm that comes against my ministry!"**

—Pastor Scott | Ohio

**All across the country, we saw shepherds like Scott adapting to ever-changing circumstances to care for their flocks and their communities.**



**"We've NEVER led through anything quite like this—and while not being able to fully gather with our people."**

—Pastor Joey | Philadelphia

As Pastor Joey in Philadelphia wrote, "We found ourselves in the middle of this generation's Civil Rights Movement and a worldwide health and economic crisis. We've NEVER led through anything quite like this—and while not being able to fully gather with our people. 2020 has pushed our church leadership to the very edge. And yet, we are still here, and now I feel like our best days of leadership, church, and humanity are ahead."



## Serving Pastors

# Finding Momentum in a Worldwide Standstill



At a time when most activity ceased, one church in Idaho found momentum with the support of Jim, their Area Director. In February, there were no opportunities for their men. By June, they had a leadership team using the Action Plan, and men in small groups using Patrick Morley's *Man Alive*.

**“My Area Director Peter’s quick response to the COVID crisis got everyone online and together so that we could overcome, recover, and move forward. It made a bigger difference than we could possibly measure.”**

—Pastor Mark Naples, Florida

Similarly, the leaders of Covenant in South Carolina were crushed to see all their 2020 plans for the men grind to a halt. But even with their church in shutdown mode, they didn’t let men’s discipleship stay shutdown for long. In addition to video calls for small groups, with the help of their Area Director, Chris, they started “Tailgate Talks with The Christian Man,” where men gathered in the church parking lot on Sunday evenings to discuss Patrick Morley’s *The Christian Man* book. **“This time together has been fun and filled**

**with great conversations, and it has kept us connected.”**

From the mountains of Alaska to the city of Los Angeles to the beaches of South Florida to the harbor towns of Maine, **our Area Directors stayed in close relationship with their existing churches while beginning new ones.**

One of those new relationships was with Rev. Soto of Centro Internacional de Restauracion. He shared, “COVID-19 has been a difficult test for many men and our goal is to make an impact during this time of isolation and loneliness. Chris, our Area Director,

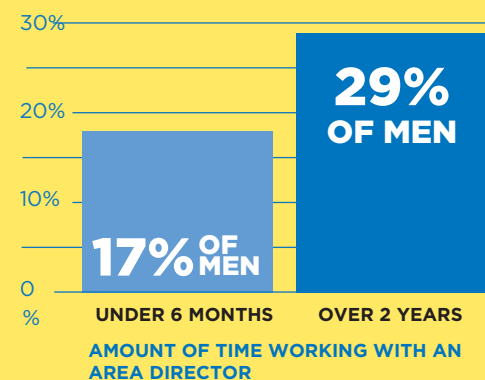


From left: Rev. Soto, Chris, and Rev. Soto's son, Jonathan

has been a blessing to our ministry, meeting with us throughout the year and providing ideas, tools, and Man in the Mirror resources in Spanish in the fight for men’s souls. I am thankful for his friendship, and I plan to share this with the many pastors I know in Central and South America!”

## ANNUAL CHURCH SURVEY

The longer an Area Director works with a church, the **more men are engaged in discipleship.**



## Equipping Leaders

**“Since training, our leadership team is more unified and reinvigorated toward our calling. We now have the tools to create enthusiasm and sustain momentum among our men, and we look forward to working together to implement these time-tested principles.”**

— Eric,  
Men’s leader  
Colorado

### No Man Left Behind



Simulcast location in Colorado

After postponing spring training on the No Man Left Behind discipleship model, the fall simulcast training was also under threat due to COVID-19. In response, we pivoted to include a virtual option for teams who preferred it.

On August 29th, despite all the odds, we had the privilege of training our largest class in the history of the ministry with 384 leaders from across the country.

### Global Impact

Throughout the year, we heard from many of our brothers in Canada, Africa, and South America who are using our books, online Bible study, and the articles on our blog to disciple men in their communities. Nowhere was this more true than in Southeast Asia.

**“Determination is not a strategy. If you want to transform your ministry, you must add to your determination the plan, resources, and support to be successful.”**

—Patrick Morley | Founder & Executive Chairman

At the start of 2020, leaders there were translating Man in the Mirror resources into Indonesian and bringing the No Man Left Behind Model to churches. They also had 40+ Man in the Mirror discipleship groups gathering in Malaysia, Indonesia, Singapore, South China, and gearing up for the Philippines. To top it off, we planned to join forces for an international conference in Kuala Lumpur.

Although the conference was postponed, we worked with them to bring our new online course, the Man in the Mirror Master Series, to men in Asia. The discipleship groups also continued to meet through regular Zoom hangouts.

Men’s discipleship is flourishing in Southeast Asia! **We may be separated by an ocean, but we are side-by-side in this mission, burning with the same passion to see men and their families transformed by Christ.**



One of our groups in Southeast Asia

#### BY THE NUMBERS

# 384

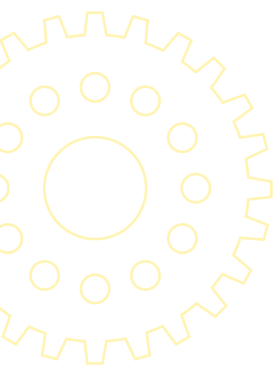
Largest training class in our history

# 40+

MIM discipleship groups in Asia



## Equipping Leaders



**“It has been amazing to see the impact on men’s lives—and everyone’s lives around them!”**

— Kurt,  
Men’s leader  
Illinois

### Interactive Webinars

Man in the Mirror hosted three live webinars in 2020 around two main topics: relaunching ministry and reaching men under 40.

With a focus on panel discussion, audience interaction, and practical application, we were able to bring training to hundreds of leaders on the issues that mattered to them and to the church as a whole.

**MAN IN THE MIRROR PRESENTS**  
**RELAUNCHING YOUR MINISTRY TO MEN**  
THURSDAY JUNE 4TH 8:00PM EST  
AN INTERACTIVE DISCUSSION FOR MEN'S LEADERS ABOUT HOW BEST TO REIGNITE THEIR MINISTRIES

 <b>BRETT CLEMMER</b> PRESIDENT & CEO	 <b>ROB LEONARD</b> NATIONAL FIELD DIRECTOR	 <b>DALE REDDER</b> VICE PRESIDENT	 <b>JEFF DIONNE</b> NE REGIONAL DIRECTOR	 <b>MICHAEL GRIMM</b> SW REGIONAL DIRECTOR
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**MAN IN THE MIRROR PRESENTS**  
**MEN UNDER 40**  
THURSDAY AUG 20TH 8:00PM EST  
WHO THEY ARE, WHERE THEY ARE & HOW THE CHURCH CAN REACH THEM

 <b>BRETT CLEMMER</b> PRESIDENT & CEO MAN IN THE MIRROR	 <b>ROB LEONARD</b> NATIONAL FIELD DIRECTOR	 <b>JEREMY SCHURKE</b> DIRECTOR OF MIRROR LABS	 <b>DANIEL KINNEY</b> BUSINESSMAN/BIBLE STUDY LEADER	 <b>JACKSON CLEMMER</b> STUDENT MINISTRIES CO-DIRECTOR
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#### BY THE NUMBERS

**671**  
Webinar participants



### Giving Leaders a Game Plan

**While we worked hard to train leaders on strategy and best practices, we also worked hard to provide them with the resources to use for relationship-based discipleship that has the power to change men’s lives!**

Stan, one of our Area Directors in Illinois, helped local churches start small groups through our event *The Playbook: A Game Plan for Every Season*. Every event attendee left with a workbook to use with a group of men, and Kurt was one of the group leaders.

Months later, Kurt shared: “*The Playbook* workbook has had the most impact on our group that I have witnessed. The 6-week study ended up taking us 18 weeks, because all of the men wanted to dive deeper and deeper into the discussions! The hour would go by like it was 10 minutes.

“I noticed that each man, no matter where he was in his walk with the Lord, could relate to the study. We all face challenges and opportunities every single day. We need to have a game plan as life happens, reviewing often, with a strategy built on God’s words of wisdom. **We huddle up with other men, Jesus gives us direction, and we put the game plan into action as Jesus goes with us.”**

## Transforming Men

**“The Abiding class was an absolute game-changer for me. Today, I have created a lot more margin in my life, yielding to supernatural peace and spiritual fruit I could never manufacture on my own. I have also experienced forgiveness both of myself and others and more intimacy in my marriage. In short, my life is not the same.”**

—Greg,  
Arizona



### Staying Connected Virtually

**With gatherings being limited worldwide for much of the year, we developed new resources and modified our methods to help men stay connected to other men and to God’s word.**

**Bible Study.** We moved the weekly Man in the Mirror Bible Study to being 100% online with series such as Walking with God in a Pandemic, The Four Voices, and Romans: What Makes a Man a Believer. We also helped men form online discussion groups. In the Orlando area, many of our local Bible Study groups actually *grew* since more men were available to join online.

**Abiding.** We partnered with Elite Warrior Consulting to offer men a live, weekly course called Abiding via Zoom. The Abiding experience is designed to help men grow in their faith and relationship with God through intentional scripture reading, prayer, and reflection.

**“When Jesus says, ‘I am the resurrection and the life,’ He is saying He brings life from death. He brings order from chaos. He brings peace from fear.”**

—Brett Clemmer | MIM Bible Study

**Master Series.** We developed the Man in the Mirror Master Series online course to help men navigate their current challenges and come out the other side stronger, healthier, and better equipped as men of God. Starting in June, we took men through eight weeks of interviews and interactive discussion with experts on everything from marriage to mental health to the dangers of isolation, including Chuck Bentley from Crown Financial, B.J. Foster from All Pro Dad, Andrew J. Bauman, from the Christian Counseling Center, Pastor Jason Cook from Fellowship Memphis, and others. We also made this opportunity free for our ministry partners and discounted for their loved ones to support them personally through the summer.

**GO.** In addition, we revamped the *GO: The Journey to Biblical Manhood* video study for men’s groups to a digital format, showing men how to use the videos, discussion questions, and devotionals in a virtual group.

**“With your study’s relational approach and emphasis on vulnerability, despite meeting virtually we grew closer and closer through our discussions about the study, concerns about Covid, personal struggles, and family tragedies. It was incredible how quickly we became a family.”**

—Paul, Arizona

## Transforming Men

**“Like a lot of guys, I get caught up in my job, raising kids, and personal hobbies. Now looking back, I see I’ve been neglecting the woman that once was my entire world. Your teaching on marriage has made me committed to loving her the way Jesus loves the church.”**

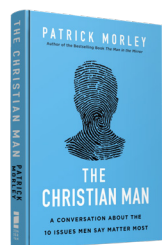
—Brian,  
South Carolina

### Expanding Access to Discipleship

The popular *Success That Matters* event has resulted in thousands of men surrendering to Christ and joining small groups. In 2020, in partnership with Christian publisher David C. Cook, we redesigned and released this material in a completely digital format.



Now, for a fraction of the cost, churches can download everything they need—videos, workbooks, leaders’ guides, and more—to create momentum among men with an event and then capture it through six-week small groups.



In May, we also released Patrick Morley’s book *The Christian Man* in the *Books! by the Box* program. For the first time, leaders could get the book for less than \$3 per person, enabling churches to use this resource to start small groups, launch one-on-one mentoring programs, support prison ministry, and more—while also making it possible for individual men to purchase in bulk for outreach to their neighbors, friends, and coworkers at a time when many of them needed hope and guidance more than ever.

#### BY THE NUMBERS

# 24,564

Men Who Received  
Books Through  
*Books! By The Box*



### Innovating the Future

It’s clear from our work with churches that men’s discipleship is at a critical crossroads as they face a mass exodus of men in their 20s and 30s. This spiritual disconnect for young men will also have lasting implications for families and society as a whole.

In 2020, we began developing Mirror Labs to be the research and development arm of the ministry with a singular focus on this critical question: Can the church in America work together to solve the spiritual crisis among young men?

We firmly believe the answer is yes and are putting considerable effort toward this initiative in 2021—researching the current problems facing young men and rallying leaders together to develop fresh, experimental solutions.





# DISCIPLESHIP CHANGES ...

“

Our men's group ranges in age from 25 to 80, and we refer to each other as brothers. Our conversations are deep, biblical, and focused on following Christ in our daily lives.

We started your study *How God Makes Men* back in early 2020 and were walking through Abraham's tests of faith when COVID started. And then as we began the chapter on Gideon, the world exploded with racial unrest. We spent several weeks engaging in deep debate, research, and discussion through our talks on Gideon. Our group of men who all happened to be white also had the opportunity to invite black pastors in the community to come talk with us. Just like Gideon, I thought: *We are from the smallest tribe, we are not the most successful, and we are not the most prepared to bridge the racial divide.*

***God will make up the difference.***

Today, through a meal program at my church, I get the privilege of praying and talking with people of other races, ethnicities, and backgrounds. I share lessons from *How God Makes Men*, such as the need to be brave like Gideon, or answer the burden that God puts on their heart like Nehemiah. This book and the discussions with my brothers have given me a rich depth of knowledge. We are now in our 42nd week on this one study with no end in sight! ”

—RON, SMALL GROUP MEMBER

# ... EVERYTHING

“

Now more than ever, we need men who, like Jesus, have tender hearts, spines of steel, and will lay down their lives for the sake of their wives, children, and others. **Our church is proud to partner with Man in the Mirror as we answer Jesus' call to make disciples.**”

—JOEL, PASTOR

“

All that Man in the Mirror teaches our ministry has incorporated. We have had our highs and lows, but 2020 only tightened our relationships and forced us out of our comfort zones to do more discipling with our men in our small groups.

We have witnessed miraculous physical healings, marriage restorations, men getting free from addictions, men coming back to God's design of sexuality, and so much more. There's no doubt that iron sharpens iron as one man sharpens another. Most do not realize until they are in it that **men are hungry for this ministry.**”

—MARK, MEN'S LEADER

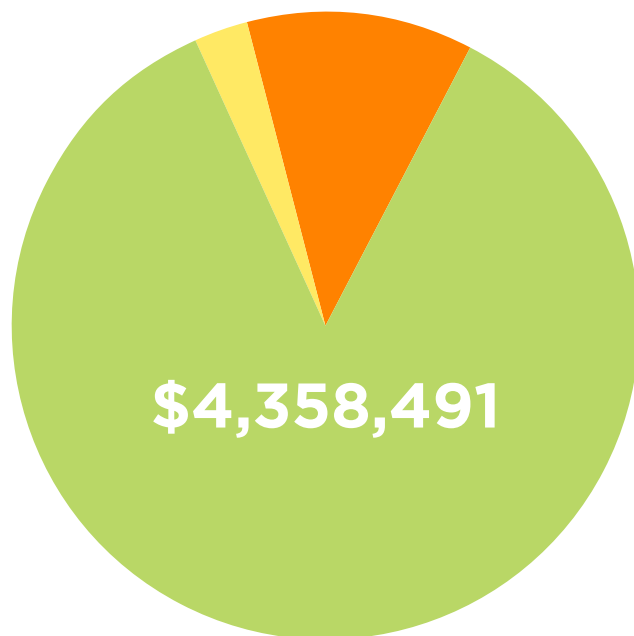


## 2020 FINANCES AT A GLANCE

81

cents of each dollar spent by Man in the Mirror goes directly to ministry programs.

### INCOME



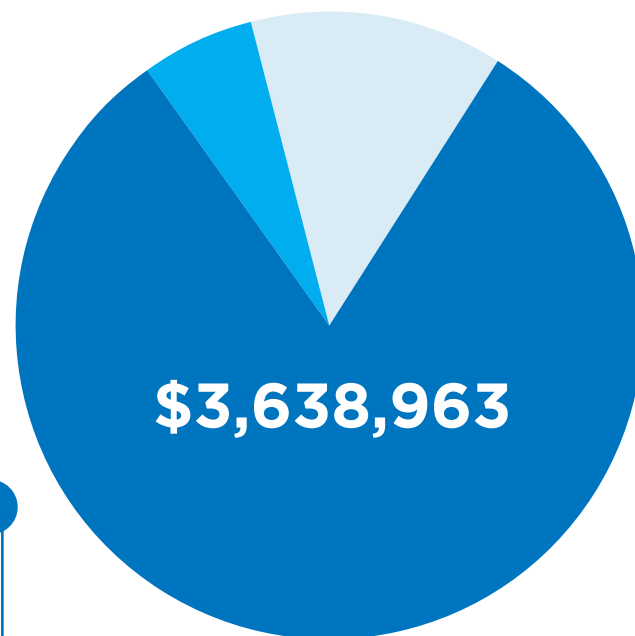
- Donation Income: 85.8%
- Earned Income\*: 2.7%
- PPP Income\*\*: 11.5%

### BY THE NUMBERS

**3,306**

FINANCIAL PARTNERS  
HELPED US IN THE  
MISSION

### EXPENSES



- Program: 81.3%
- Administration: 5.9%
- Fundraising: 12.8%

\*With several cancelled church events and group trainings, we experienced a drop in earned income this year of 34% over 2019 earned income.

\*\*The Paycheck Protection Program was a loan for which businesses could apply as part of the COVID-19 relief package passed by Congress. This loan has been fully forgiven.



Man in the Mirror has been an accredited member of the Evangelical Council for Financial Accountability since 2006.



## LEADERSHIP TEAM

**Patrick Morley**  
FOUNDER & EXECUTIVE CHAIRMAN

**Brett Clemmer**  
PRESIDENT & CEO

**Dale Redder**  
VP OF OPERATIONS

**Sharon Carey**  
VP OF FINANCE & BUSINESS ADMINISTRATION

**Rob Leonard**  
NATIONAL FIELD DIRECTOR

**Bryan Richardson**  
DIRECTOR OF DISCIPLESHIP RESOURCES

**Patrick Leupold**  
DIRECTOR OF LEADERSHIP DEVELOPMENT

**Jeremy Schurke**  
DIRECTOR OF MIRROR LABS

**Jamie Turco**  
DIRECTOR OF COMMUNICATIONS

**Peter Hone**  
NATIONAL DEVELOPMENT DIRECTOR

## BOARD OF DIRECTORS

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EXECUTIVE CHAIRMAN | Man in the Mirror | Casselberry, FL

**Dru Dalton**  
CEO | Real Thread | Orlando, FL

**David Delk**  
EXECUTIVE PASTOR | Grace Church | Greenville, SC

**Shane Flannery**  
DIRECTOR OF SALES | Regalo, Inc. | Burnsville, MN

**Bill Helms**  
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**Lawrence Smith**  
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**Robert E. Tunmire**  
PRESIDENT & EXEC. DIRECTOR | Catholic Men's Leadership Alliance | Waco, TX

**Todd Woodard**  
PRESIDENT | Mosaic Wealth Management Group | Winter Springs, FL

## CORE VALUES

### LOVE

Sharing the gospel out of our love for Christ—and in humility, serving and caring for each other.

### VISION

Leading the way in men's discipleship, innovating to best meet the needs of men and churches.

### EXCELLENCE

Striving to exceed expectations and going the second mile for those we serve.

### RESILIENCE

Willing and ready to adapt to change and maintaining a positive attitude in the face of opposition.



**DISCIPLESHIP CHANGES ... MEN**

**MARRIAGES**

**WORKPLACES**

**FAMILIES**

**COMMUNITIES**

***EVERYTHING***



**MAN IN THE MIRROR**

**MANINTHEMIRROR.ORG | 1375 STATE ROAD 436, CASSELBERRY, FL 32707 | 407-472-2100**