



CONNECTING MEN TO VIBRANT RELATIONAL DISCIPLESHIP



MAN IN THE MIRROR

Ministry Impact Report



FROM THE PRESIDENT

A Year of Building & Connecting Men

As the dust settles from the heights of COVID, the effects haven't. We are seeing a radical shift in how men view their faith and relate to one another. While churches, schools, and workplaces may have reopened in 2021, nothing is back to "normal."

In my view, the theme of the aftermath of COVID is **broken relationships**. As people increasingly worked remotely, attended school online, and worshipped from home, the real bonds best sustained in face-to-face interaction became

fragile—or disappeared altogether. Many found themselves increasingly angry, restless, anxious, and lonely.

In particular, the church has suffered. A long, slow trend away from Christianity has accelerated, with the percentage of people who say they belong to a church at its lowest point in 80 years. And the fastest growing religious group is those who say they *have* no religion.

But the craving for relationship hasn't gone away. Instead, it's turned digital. Social media, dating apps, and even online video games are providing false feelings of connection—particularly among young men.

This presents a great challenge to traditional ministry models. But with great challenge comes a great opportunity—to persevere, innovate, and stay true to the mission God has given us.

Over the past year, we have leaned in to helping men form **meaningful relationships**—with God, with the local church, and each other.

Our Area Directors are engaging with thousands of leaders at hundreds of churches, providing encouragement, expertise, and training. New resources are connecting men in intentional, spiritual friendships through both small groups and one-on-one relationships.

And it is not confined to the U.S. A network of small groups has sprung up across southeast Asia. Organized as Man in the Mirror Asia, they are using ministry resources to engage men from the marketplace in small groups that are changing lives.

We're excited about where God is taking us! 2022 is shaping up to be a year of new beginnings as we reach new nations and new generations. We hope you'll join us as we continue discipling new men, in partnership with thousands of faithful men who have never stopped pursuing Christ and building His Kingdom. *People just like you.*

With you in the Great Adventure,



Brett Clemmer
President & CEO



With great challenge comes
a great opportunity—
to persevere, innovate, and
stay true to the mission
God has given us.

To see every man
reflect honestly,
pursue God wholeheartedly,
and live vibrantly.



FROM THE FOUNDER

“The most powerful force in the world is a relationship.”

When we survey the damage in the lives of men and their loved ones, it's tempting to ask, “How can we fix these problems?”

Jesus brought ordinary men together in authentic relationships where He equipped them to accomplish extraordinary tasks.

But as a ministry, we're asking, “**What are the relationships we need to put into place to solve these problems?**”

That's exactly the model Jesus used to launch his mission—now embraced by two billion people around the world. Jesus brought ordinary men together in authentic relationships where He equipped them to accomplish extraordinary tasks.

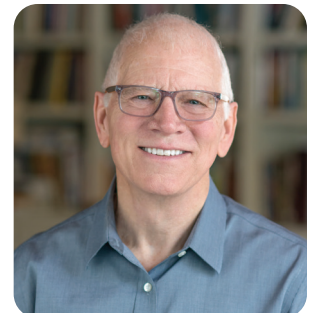
When you strip it all down, men's discipleship is relationship; it's about one man caring enough about another man to take him under his wing and help him—

1. **KNOW** Jesus
2. **GROW** more like Jesus
3. **GO** love and serve on behalf of Jesus

When men are connected in deep relationships and guided toward the goodness and grace of God, brokenness is healed, damage is repaired, and the new creation gives way to a new, brighter day for all of us.



Pat Morley
Founder & Executive Chairman



Man in the Mirror equips Christian men around the world to engage in meaningful relationships that change lives and build the kingdom of God.

A photograph of three men laughing and talking in the back of a car. The man on the left has curly hair and is wearing a grey hoodie. The man in the middle has straight hair and is wearing a white hoodie. The man on the right is seen from the side, wearing a green hoodie. The background is a bright, hazy sunset or sunrise. The image has a warm, golden-yellow tint.

2021

Connecting men to God
Connecting men to the local church
Connecting men to each other

CONNECTING MEN *TO GOD*



In this restless world, we know that only Jesus satisfies the deepest hungers of the human heart. That's why in 2021, we continued to focus *not* on fixing men's behavior, but on showing men Christ.

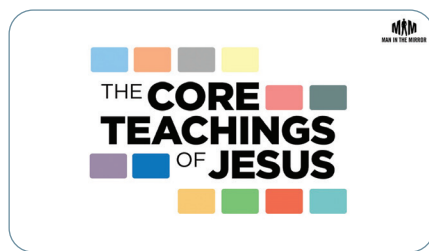
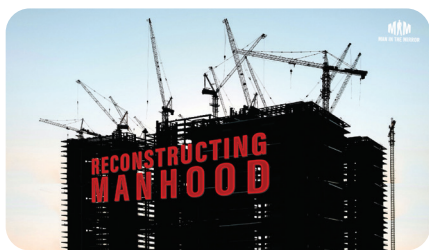
Truth for Today

Thousands of men used the Man in the Mirror Bible Study to grow in their faith and help others grow, too. Every week, we provided a free video message that was biblically rooted, grace based, application oriented, and created for men.

"Thank you so much for feeding us the real, solid Word of God. I use your teachings in our men's discipleship school. They have helped transform us as men as we bring other men to Jesus Christ."

—Moses,
Uganda

Series included Romans, The Core Teachings of Jesus, Reconstructing Manhood, and Leadership Lessons from Kings, and every message was designed to be used with a group.



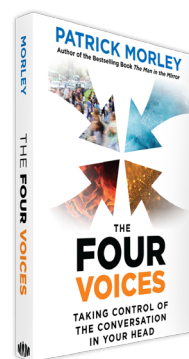
To serve the men facilitating these groups, we held **the first Global Group Leaders meeting** via Zoom for sharing best practices, and more than **400 men representing 23 countries** registered! It was an amazing reminder that God's Word is as relevant for young men in Portland as it is for retired men in Canada, blue-collar men in Northern

Ireland, or businessmen in Trinidad. **Pastor Lazarus in India wrote to us:**

"We have an active men's fellowship group here in the Himalayan mountains. For six years, we've met every week to watch the Man in the Mirror Bible Study videos. We have been blessed!"

Man in the Mirror Press

Using our publishing background, we launched Man in the Mirror Press as a platform to get the best in men's discipleship resources into the hands of more men.



First up for distribution was *The Four Voices: Taking Control of the Conversation in Your Head*, by Patrick Morley. Carl in Idaho shared his experience with the book:

"I'd been a Christian for 20+ years, but lately had been feeling like I was just going through the motions.

That's when my friend and I decided to start a group study for men at our church. We chose *The Four Voices*, put our faith in God, and launched.

"It was amazing! **Not only did I, personally, feel the Holy Spirit come alive inside me, but it seems a lot of the other guys did, too. I realized that I'd believed I had to project the 'everything's fine' image while battling my demons alone—a common trap.** The Spirit's voice calls us to honestly share, support, and trust, and now we have a platform to do that.

“As we gathered and studied the book, motivation replaced complacency, purpose replaced a lack of direction, excitement replaced boredom, anticipation replaced hesitation, unity replaced a disconnect, and accomplishment replaced regret! And most importantly, **He has filled the void!**”

Sharing the Good News



Even as the prices of certain goods are on the rise, men and churches can still give a gift of eternal value for less than \$3 each through the innovative Books by the Box program. Churches use these books to welcome visitors and deepen the faith and maturity of their members. Leaders use them for men's small groups and in 1-on-1 mentoring. Prison chaplains use them to bring hope to incarcerated men. And individuals use them for gifts, evangelism, recovery ministry, and more—like Fred in Tulsa, who told us:

“I picked up *The Man in the Mirror* book 15 years ago for a long, cross-country plane ride. The plane had not even left the ground when I realized that if I were ever to become the man, husband, and father that God wanted me to be, I needed to make a change. That trip started a wonderful journey for me!

BY THE NUMBERS

33,408

Men received books through *Books By The Box*, a 36% increase over 2020.

“Since then, **I have traveled several million miles in the air. In all that time, I have never boarded a plane without an extra paperback copy of *The Man in the Mirror* from the Books by the Box program to give to a fellow traveler.** I know God has a plan to bring the truth to those who will listen. And I know I am blessed that He has used me in this way to make an impact on others!”

A Pilgrimage for Young Men

Young men long for a fresh experience in their search for God. Mirror Labs, our research and development division dedicated to reaching men in their 20s and 30s, has a plan to provide one. After planning it out in 2021, we piloted our first “Pilgrimage” in January 2022, a trip designed to be both an **external and internal journey** for a group of young men.

They set off on a sailboat from Miami to the island of Boca Chita, where they replaced the distractions and demands of everyday life for

intentional time spent with other men in the presence of nature. Each day included individual reflection time in the morning and communal reflection after sundown. These discussions were deep and meaningful. As one man put it, “This is the closest I’ve felt to God in years.” The experience and feedback gained from The Sea Pilgrimage will be invaluable as we develop the next pilgrimage, The Forest, planned for Fall 2022.



CONNECTING MEN *TO THE LOCAL CHURCH*



On the heels of the hardest year many churches have ever faced, it was a privilege to come alongside leaders and help them re-engage men, rebuild their ministries, and revive discipleship in the local church.

Growth & Impact: Area Directors

In 2021, our field team of 60 Area Directors around the country continued doing what they do best: supporting local churches and discipling men. Every summer, we conduct an anonymous survey of churches working with an Area Director, and once again, the results confirmed that God is blessing their work. Even during a pandemic—

- The total number of churches our Area Directors have engaged with in the previous 12 months **GREW by 41%**.
- **23% of all men** engaged in discipleship in these churches are **NEW to discipleship**.

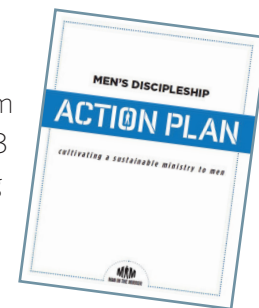


“Our men’s ministry has doubled in size this year. We went through *The Man in the Mirror* and *How God Makes Men* books, with a different man teaching each chapter according to his personal testimony. God showed up in amazing ways! As new men kept coming, amazing friendships were forged, each of them found a closer relationship with Jesus, and men were healed physically, emotionally, and spiritually!”

— Ken,
Florida

Not only did the field team continue coaching the 193 churches they began working on Action Plans with in 2020, but they **added 229 new Action Plan churches in 2021**.

Ultimately, the goal is to hire an Area Director to serve every church in every community!



The Return of Events— and Lasting Connections

Churches resumed using Man in the Mirror events to create value and momentum, with 23 events and 1,100 men—two-thirds of whom committed to the follow-up small groups.

Clark, an Area Director in Georgia, began working with a church in January whose leaders predicted that, out of 450 men occasionally attending, only 20-30 of them had an active relationship with the Lord.

After forming a leadership team and training them on No Man Left Behind, they hosted the **Success That Matters** event. Incredibly, 88 men showed up and 78 joined a small group! The pastor of discipleship, encouraged and excited for the future, said:

“The cross-section of men who showed up from our community is amazing. **We had everyone from teenagers to senior adults participating**, and the

other thing that really surprised me was the response to the follow-up groups! God really moved through this event; **there is a real hunger in the men for intimacy with Him.**"

In August, Brett Clemmer presented the **Rock Solid Men** event for a group of men in Alabama. As he waited to board his flight home, he got an email from one of the attendees with this excerpt:

"My wife and I have been having some problems lately, or I should say I've caused the problems. I had no idea what to expect from today. I have difficulty coming to grips with the existence of God. I was invited to come by my boss a few days ago and just said yes, because honestly right now, I have to change or my wife is going to leave me. While it is going to take me some time to fully buy in to faith, **I hope this becomes a start to a new chapter in my life, my marriage, and my fatherhood.**"

Three months later, Brett received an update. With the help of godly men around him, the right resources, and partners who have a heart for men's discipleship, the new chapter he hoped for has begun:



"My wife and I are doing great right now. Everything is not fixed, but we're both working on it together and communicating more than we have in years. I've also been doing a book study with my boss on *The Man in the Mirror*. Thanks for the help and for the prayers!"

No Man Left Behind

We held a one-day virtual **No Man Left Behind training conference** in March, where leaders could still engage in breakout sessions and discussion via Zoom. Then in August, we were pleased to offer live training at various host churches all over the country.

Justin, one of the participants, shared: "I attended a one-day intensive and absolutely loved it. There's no question that there is a huge need in the local church for men's ministry, but churches are often left unsure of how to do it. **What makes this intensive so great is that it gives you a step-by-step playbook on how to do it well.** The model is proven, simple, and replicable, and I believe any leader looking to implement a ministry for men in their church would love it!"

When these church leaders complete No Man Left Behind training, in many ways the work is just beginning! That's why **an Area Director is there to walk with them every step of the way—from consultation to prayer to coaching to encouragement**—so that they can disciple men over the long haul for the benefit of men, marriages, families, and the community.

BY THE NUMBERS

650

Church leaders completed No Man Left Behind training



CONNECTING MEN *TO EACH OTHER*



If 35 years of experience have taught us anything about discipleship, it's that no man succeeds alone. We want to see every man connected to others in vibrant relational discipleship—both within and beyond the church walls.

One-On-One Mentoring

In October, we hosted the free webinar *The Power, Promise, and Practice of Mentoring: Continuing to Grow By Giving Yourself Away*. More than 150 men joined to learn more about how they can support another man on his spiritual journey.

Wayne, one of our Area Directors, was one of them. In addition to his work supporting churches, he also regularly discipled others on a personal, one-on-one level. He shared:

“About a year ago, a local pastor I had become close friends with in my work as an Area Director shared with me some of the abuses his adopted son had suffered in his early childhood—and how that pain was impacting his son now at 16 years old in some major ways. I offered to meet with his son once a week to talk and read together.

“Tuesday night, when I meet with my men’s group at church, is the best day of my week. I look forward to it all week and can’t wait to get back! I have deeper friendships now than I have ever had in my life.”

—Jeff,
South Carolina

“After several weeks, this young man finally began to soften, and the stories came pouring out. **One day, through a clenched jaw, he looked at me, shaking with emotion. ‘You don’t understand,’ he said. ‘There is no way God can love me. I’m not lovable.’**

“It was the turning point. I was able to tell him that the only way any of us love Christ is because He first loved us—when we were unlovable. Soon after, he invited me to his home to pray with him; he was ready to surrender to Christ. He burned his list of past sins that night and we wept together.”

“Today, the difference in this young man’s life is dramatic. He has continued growing in his faith, reading the Bible, and praying. I am so happy to have Pat Morley’s writing and all the Man in the Mirror materials that have contributed to this transformational journey.”

We are currently in the early development stage of an initiative to inspire more men like Wayne to continue this work. It’s called **10,000 Spiritual Fathers**, and the aim is to equip mature Christian men to build relationships with younger men,

supporting them with the heart of a father. We believe that this deeply relational model of intergenerational discipleship, as found throughout Scripture, has the power to change men, families, and the world.



Opportunities for Outreach



Mirror Labs, our research and development division dedicated to reaching young men, field tested the *Ritual Assessment*, a journal, in the fall. It is designed to get men of varying positions in their faith journeys thinking and opening up about key areas of their lives. The feedback has made it clear that they desire opportunities to engage in meaningful conversations with other men.

Steve, a pastor and Area Director, began going through the journal with a few young guys. He shared: **“These men are in pivotal times in their lives with young families, many wounds, and a lot of questions. They were raised in the church but have walked away, believing it had no relevance in their lives.**

“Their guards have come down as we seek advice from each other on everything from exercise to parenting to relationships to past pain. We are creating brotherhood! In our conversations, I have openly and boldly shared my faith in Jesus Christ and how that faith has gotten me through everything. They hear me in a way that they couldn’t before.

“I realize some leaders won’t be willing to try something as different as *Ritual*, but those leaders will always struggle to attract the people that we are seeking to connect with here. They want everyone to come to them on their terms. **Far too many people will be left behind if we don’t adapt.** Young men are seeking a deep, Spirit-based relationship with others and God, but they see too high a hurdle to overcome. So far, this has broken down that hurdle.”

Through the newly formed Man in the Mirror Press, we are developing additional resources that Christian men can use to connect with their coworkers, neighbors, and friends, opening the door for meaningful relationship and spiritual conversations.



Man in the Mirror Groups in Asia

As places began to open again in the United States throughout 2021, our team in Asia experienced ongoing movement restrictions, curfews, and—in some regions—total lockdown due to COVID-19. Yet, they kept their eyes focused on one promise: discipleship changes everything.

Their Man in the Mirror small groups stayed connected to each other and to God’s Word via regular Zoom hangouts. **Robert Lim, Director of Man in the Mirror Asia, shared:**

“Rain or shine, pandemic or epidemic, good times or bad times, sad or happy—nothing deters these men from doing life together. Encouraging, inspiring, and building one another up.”

In 2022, we are excited to begin development with Robert and his team on a multi-year discipleship resource for international use called The Journey, and we’re praying that God uses it to draw thousands of men around the world closer to Him and to each other.

CHANGING LIVES & BUILDING THE KINGDOM OF GOD



From Prison To Purpose

We often receive letters from men in prison who are hurting and searching. Steve is one of those men. **For 17 months, in His severe mercy, the Lord chipped away at Steve's heart. As he read the Bible and the books we sent, Steve found true freedom within the walls of a prison cell.** In one of his letters, he shared:

"The majority of men on my pod are professing Muslims, including my cellmate. One day, as I read the first chapter of the copy of Man Alive you sent me, I was deeply affected emotionally. He asked me if I was okay, and I told him about the book—about the needs God has placed in the hearts of men and how He fulfills those needs. I ended up reading the entire book that day and I passed it to him to read next.

"The Lord has shown me many things while here. Imagine this place as super fertile soil in the yard of a truly evil gardener. **The men want hope, joy, and peace, but they are surrounded by perverted, bad seed. Their souls cry out for something better.**" With your support, we're showing men the something better they long for: Jesus Christ, who transforms them from the inside out.

In addition to the books, Steve also got connected to Area Director Dave Armstrong while awaiting sentencing. They began exchanging letters and working through our books together by mail. "Dave has been a great blessing, being used by the Lord to both mentor and encourage me," Steve wrote to us.

Finally, the day came for Steve to be released on probation, and Dave was there to pick him up. He went to a men's gathering with him that night, and as he interacted with the men there, he felt keenly aware of this truth: **There is safety in numbers! Isolation, he realized, is a spiritual killer of men.** Had he been part of a men's group that encouraged, challenged, and held him accountable, he likely would not have gone down the same road.

The support he received next was tangible. Dave's neighbor opened his home to Steve for the weeks before Steve was permitted to return to his home state. And once he did return, Dave connected him with the local Area Director, with whom he began meeting and attended a men's event. After seeing the brokenness in his own life and the lives of the men in prison, Steve is convinced of the critical importance of staying connected with men he can grow alongside!

From Isolation To Brotherhood



"The first day I entered the Man in the Mirror Bible study I was nervous. My relationship with my wife had been tumultuous since losing my mother to suicide the prior year. **I'd separated from her and my children. I struggled with addiction, shame, and unemployment. I had no clear sense of direction or understanding of what was to come.** What I *did* know was I needed to find other men to talk to so that I did not feel so utterly alone.

"But what I found was even more poignant: a group of men who understand the power of Jesus. I found a group of men who encourage me to fulfill the roles that I have struggled with as an adult—that of husband, brother, father, son, and employee—and to do it with love, patience, humility, wisdom, and grace.



Jacob's Bible study group

"Each week, the Bible Study presents us with thought-provoking teaching for discussion and prayer. It equips us to weave the teachings of Jesus into the practical fabric of our everyday lives. "This, and these men, have helped me realize that I am an important individual in the Kingdom of God—and in my own family and community. **Although daily challenges still exist, my participation in Man in the Mirror has helped ground me to Alaska, to my family, and to Jesus.**" – Jacob, Alaska

From Darkness to Light

In 2021, Restoration Life Church used several heart-oriented resources to connect men, including their local Area Director, Man in the Mirror events, workbooks, and book studies. Area Director Eric Blackwell told us, "There is a lot of excitement and sustained momentum around the men and the changes happening in their lives. It has changed the culture of their church."

They are experiencing unprecedented growth in the number of men faithfully engaged in discipleship. Roughly 40% of 165 men in the church attended the Success That Matters kickoff event and got plugged into follow-up small groups.

Scotty, a former gang member, shared how his life has been changed by his small group: "At the time this started, I was in a real dark place. I had just recently

gotten married, and I was looking for something to help me in my walk with God and the issues I was going through in my marriage. I was the type of person who didn't want to deal with any of that and would just walk away.

"But being in a group really helped me learn how to be intentional with my wife, how to speak when we're going through storms, and how to get through them. Thank God that He put all this together in my church for such men as me to learn how to navigate through life with Him. It all started

right at the time that I needed it. God always knows what He's doing."

Lliani, Scotty's wife, attended a dinner with him to celebrate the end of the study, where she expressed how proud she is that her husband is learning and applying Scripture and being accountable to the men in his small group.

"Two years ago," Lliani said, "Scotty married a single mom with five adult children. My three boys had a hard life, and they gave him the most challenging time ever. He did not know how to handle my three boys at the beginning of our marriage. **But God has shifted and renewed Scotty's mind and healed his heart. He has used Scotty's mistakes and hard life to teach and show my boys God's redemption so that they can be strong young men and fathers.**"



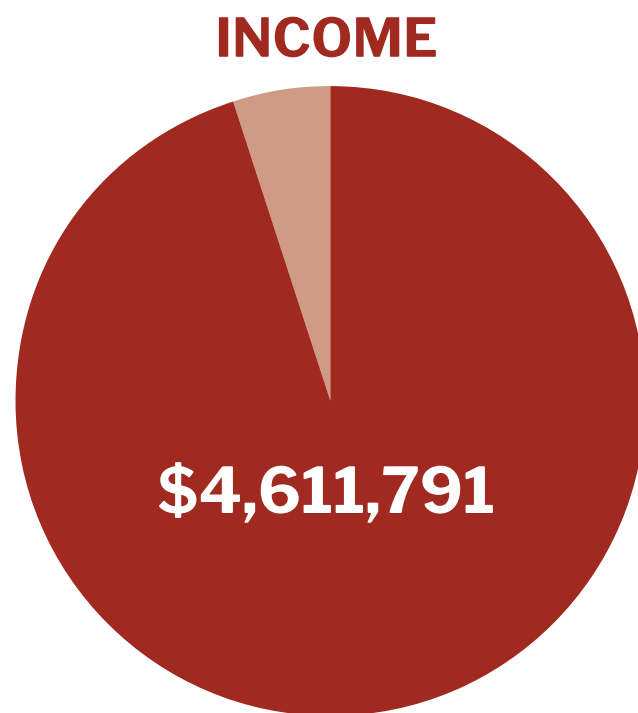
Area Director Eric Blackwell, Greater Los Angeles, with the men's leaders



Scotty & Lliani

2021 FINANCES AT A GLANCE

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

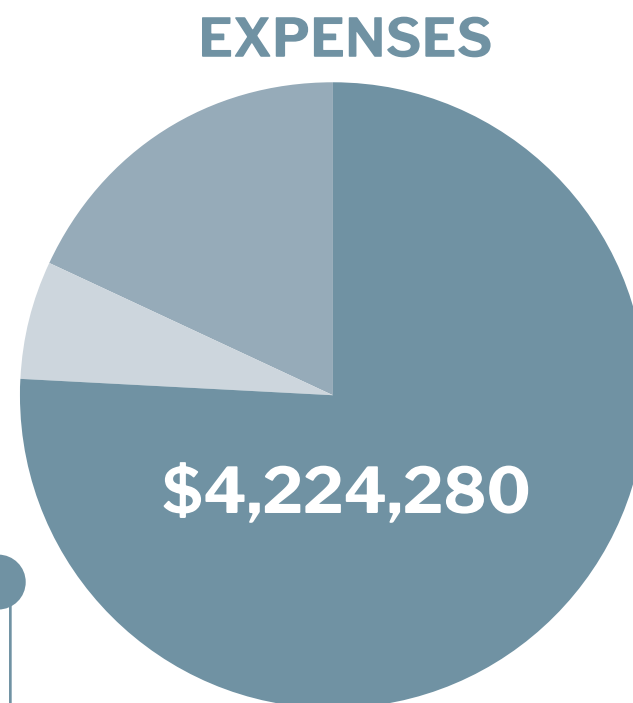


- Donation Income: \$4,395,335 (95%)
- Earned Income: \$216,456 (5%)

BY THE NUMBERS

3,113

FINANCIAL PARTNERS
INVESTED IN THE
MISSION



- Program: \$3,221,296 (76%)
- Fundraising: \$750,873 (18%)
- Administration: \$252,111 (6%)

Financial data produced by an independent accounting firm that completes a thorough audit of Man in the Mirror each year.



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

LEADERSHIP TEAM

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FOUNDER & EXECUTIVE CHAIRMAN

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PRESIDENT & CEO

Dale Redder
VP OF OPERATIONS

Sharon Carey
VP OF FINANCE & BUSINESS ADMINISTRATION

Jeremy Schurke
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Peter Hone
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CORE VALUES

LOVE

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

VISION

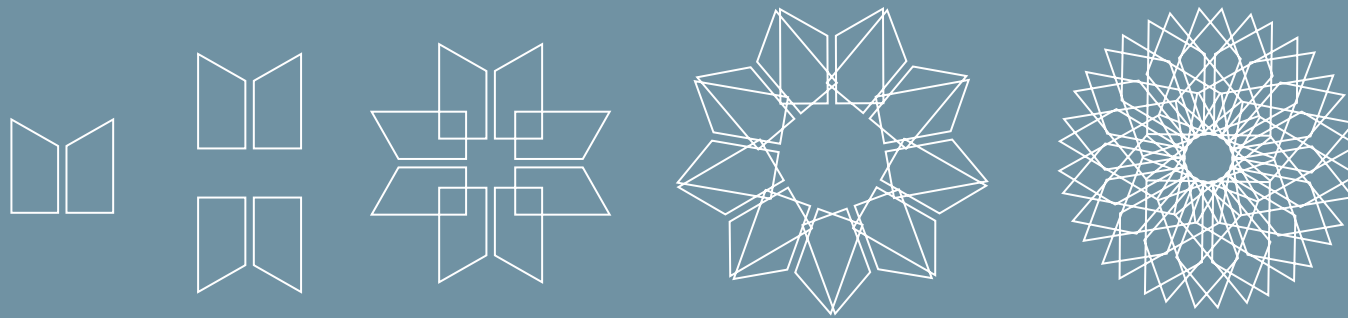
Leading the way in men's discipleship, innovating to best meet the needs of men and churches.

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.



GROWING STRONGER TOGETHER



MAN IN THE MIRROR

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