



**IRSM  
Annual Report  
2016**



**Thank  
You!**



Iron Rose Sister Ministries,  
a 501c3 nonprofit public charity  
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*~ Equipping women to connect to God and one another more deeply ~*

## Message from Michelle J. Goff Executive Director, Author, International Speaker



The theme for my personal study and prayer this year is Listening. It is also the inspiration for our Destination Retreat in September (details on pg. 8) and for several small group studies I am facilitating here in Searcy.

One of the best parts about listening to God is the opportunity to partner with Him in what He is doing, where He is leading, and whose lives He is touching.

Thank you for “listening” through this report, to what God is doing through Iron Rose Sister Ministries (IRSM)!

God has called us to ***equip women to connect more deeply to Him and one another***, thus redeeming our families and churches for God.

A student I am mentoring recently asked, “What is your long term vision for the ministry? And what growth are you most excited about?” My answer to her included some of the following points:

- 1) **YOU!** And other **interns/mentored students** like you are a big part of what I am most excited about and where I see us growing more in the future. Our proximity to Harding University has facilitated even more of these opportunities.
- 2) **Opportunities to teach.** I truly love to share my passion for God and the love He has for people through the teaching of His Word. What better way to do that than **teaching to teach?** Through various training opportunities, we are equipping others, following Christ’s model (2 Tim. 2:2).
- 3) **Bible study and women’s ministry resources.** The third books is out! And the fourth is in the works! We want to make the interactive books that I author and other equipping materials we prepare more readily available to even more women.
- 4) We are developing a **new series**, *Rosebud Studies*, specifically designed for beginning Bible learners—the essential and initial teachings of Scripture.
- 5) Doors are opening for our resources to be available in Portuguese. Our initial focus continues: **addressing the spiritual needs of women in English and Spanish** and in multiple cultural contexts across the Americas, but we are listening to God’s guidance and the needs of other women.
- 6) **Small Groups, Seminars, Missionary Care**, and other areas we have emphasized in the past continue to be a priority as God stretches us to answer the call and to equip other women in new areas.

Are you excited with us? Please join us in our **prayers for wisdom and God’s provision, as we listen to Him.**

And thank you for rejoicing with us in all God has done in 2016, shown in the pages of this report.

***Thank you for your prayers and support!***

Your humble servant,  
*Michelle J. Goff*

**Ladies’ Class  
Cochabamba, Bolivia  
Family Camp**



## What IRSM is Doing and Why



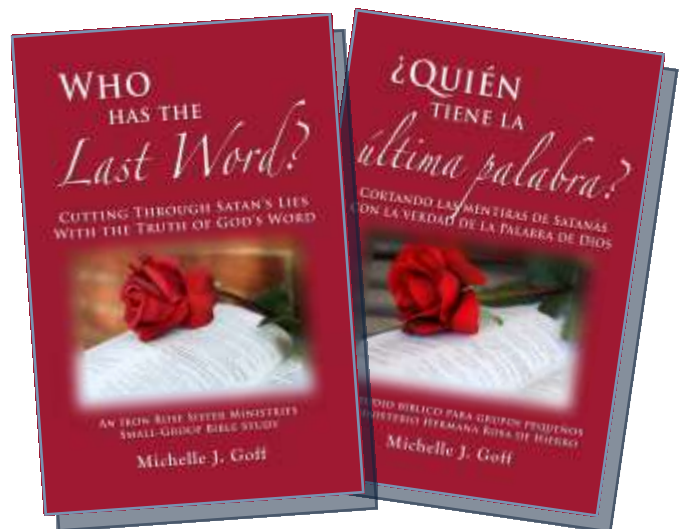
Why? Because women are hungry for **authentic relationships** and seek someone to model them, and provide the tools to make them happen!

Quotes from women about the most recent interactive Bible study book released  
***Who Has the Last Word? Cutting through Satan's Lies with the Truth of God's Word***

"This book spoke to me on so many levels through real life examples of people struggling with the lies we all face, and the truth of God's Word that can strike down those lies. Michelle has a gift for explaining deep truths in an easy-to-understand way. Everyone will come away with something from reading this book!" ~**Erica Peck**, young mom

"This study has helped me to face some of my worst fears that Satan has created, by providing the tools to recognize the lie and replace it with the truth of God's Word."

~ **Katie Lynn Finch**, Harding University student



Women of all ages participate in events and small group studies as Iron Rose Sister Ministries (IRSM) **facilitates and models authentic relationships**—providing the tools to equip women to connect to God and one another more deeply.

***We're excited to share with you in this report all God has done in the past year!***

## Board of Directors and Local Congregation

Katie Forbess, President  
Linda Murphy, Secretary  
Cynthia Cedeño, Treasurer

Roberto Batres  
Daniel Mata  
Downtown Church of Christ, local congregation

Carla Sumner

## 2016 by the numbers

### Seminars:

U.S.—10 **seminars** in Eng., 6 in Span.; 2 bilingual  
Latin America—12 **seminars**

### Women's Bible Studies:

3 local **Small Group Bible studies** (2 Eng; 1 Span)  
Release of **3rd Bible study book** in English & Spanish  
More than 500 **books subsidized** to Latin America  
Weekly teleconference class on *Human AND Holy*

### Women's Ministry Resources:

More than 12 individual **counseling** or ministry  
**consultation** sessions  
6 IRSM **booths** at conferences

### Mentoring: 2nd IRSM summer **intern**

Bible study for **students** in Michelle's home



## Who is involved in IRSM? We need YOU!

We cannot do this alone! *We need volunteers in these areas:*

- Event planning
- Blog writing
- Marketing and promotion
- Graphic design
- Editing/review of materials
- Social media updates
- Starting a small group study in your area
- IRSM representative in your area
- Financial contribution
- PRAYER!

*Use your talents to bless women!* There are many other opportunities and ways to serve.



*We want YOU to be  
a part of IRSM!*

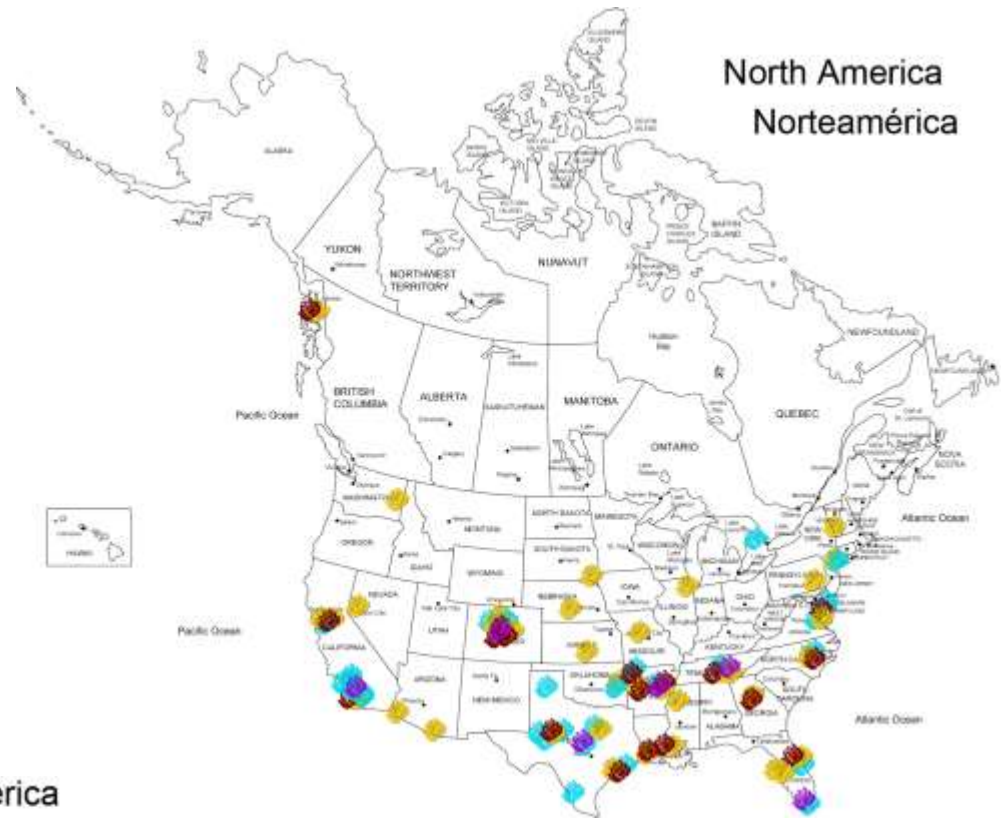
*Many hands working together  
accomplish beautiful things for God!*

## 2016 Seminars

Lesson	Location	Date	Eng	Span	# of women	# of cong
La salud espiritual de la mujer	Jose Dolores-Nicaragua	Jan-16		X	30	1
3 etapas del amor de Maria	Francisco Meza-Nicaragua	Jan-16		X	50	1
Victoriosas y gozosas en la batalla	Francisco Meza-Nicaragua	Jan-16		X	54	1
La salud espiritual de la mujer	La Granada-Nicaragua	Jan-16		X	24	2
La salud espiritual de la mujer	La Habana-Nicaragua	Jan-16		X	50	2
Victoriosas y gozosas en la batalla	San Marcos-Nicaragua	Jan-16		X	46	7
La salud espiritual de la mujer	Francisco Meza-Nicaragua	Jan-16		X	36	1
This is My Story	Downtown-Searcy	Feb-16	X		100	1
Enamorándose de Jesús	Geyer Springs-Little Rock	Feb-16		X	18	2
Falling in Love with Jesus	North County-Escondido	Mar-16	X	X	150	3
Human AND Holy/Iron Rose Sisters	WOGG Brunch-Atlanta	Mar-16	X		100	7
Small Groups	Grace Chapel-Cumming, GA	Mar-16	X		8	1
Women's Spiritual Health	Grace Chapel-Cumming, GA	Mar-16	X		36	1
Human AND Holy	WOGG tele-class	Mar-16	X		24	7
Women's Ministry & Missions	HU Women's Ministry classes	Mar-16	X		60	12+
Denim & Pearls	Village-Hot Springs Village	Apr-16	X		200	10
Perfeccionándose para servir	Rural Hill-Nashville	Apr-16		X	120	4
Tal como Dios te hizo	Manna-Dominican Republic	May-16		X	12	1
Una actitud de descanso	Florida workers	May-16		X	16	8
Lecciones de David y Saul	Pompano Beach, FL	May-16		X	20	2
Enamorandose de Jesus	University-Abilene, TX	Jun-16	X	X	45	3
En las manos del Jardinero Divino	Equip Conference-Orlando, FL	Jul-16		X	60	6
Filipenses-Cristo	HTI-Chichicastenango	Jul-16		X	76	15
Filipenses-Gozo	HTI-Clinica Ezell	Jul-16		X	28	6
Enamorándose de Jesús	Amor Sin Temor-San Cris, Guat	Jul-16		X	45	3
Esfuércete y sé valiente	Springdale, AR	Sep-16		X	32	1
Hispanic Sisters and Latina Friends	HU Lectureship	Sep-16	X		30	12+
Crossing Pews and Crossing Borders	HU Lectureship	Sep-16	X		15	7
La comunicacion	Cochabamba-Bolivia	Nov-16		X	40	7
La salud espiritual de la mujer	Lima-Peru	Nov-16		X	70	5
Sisters Connected in Christ	John 3:17 Ministry	Nov-16	X		50	2
<b>TOTALS</b>					<b>1650+</b>	<b>141+</b>



***JOY in Philippians  
with Quiche sisters in  
Chichicastenango,  
Guatemala  
July 2016***



North America  
Norteamérica

**Key**

- 2017 Conference
- Past Conferences
- English study
- Spanish study

Central America Centroamérica



South America  
Sudamérica



***Where IRSM has  
a presence  
across the Americas  
Over 2,500 women  
reached each year!***



*What is  
IRSM  
about?*

*It's all about equipping women to rise up and use all their talents to bless other women!*

Women in Lima, Peru, use their talents to **decorate** and prepare **food** for the Ladies' Day event (above).

Eufemia and Maruj (right) shadow Michelle in Managua, Nicaragua, and are the ones **teaching** others by the end of the week!



*Thank you!  
for helping impact lives for God.*



**Teaching to teach...**

No matter where she is called to serve, Michelle enjoys teaching the Word in ways that equip women to be the ones to pass on that teaching to others (2 Tim. 2:2).

**Katie Lynn Finch**, IRSM summer intern 2015, takes what she learned and applies it during her internship in Guatemala summer 2016. Michelle was able to visit that work in July, witnessing how God has used these women to continue teaching to teach.

**Small Groups**

Transformation takes place when we deepen our relationships with God and one another—often accomplished in the context of small groups.

Women in **Guatemala** share in small group discussion and study after a lesson taught by Michelle.



## Other Good News from 2016



### Interview on National Nicaraguan TV

Michelle was interviewed for Nicaragua's version of the Today Show about women battling depression, the conferences she would be teaching in the capital city, and IRSM resources. The live question and answer portion and entire eighteen minute segment is available on IRSM's YouTube channel.

### Two Summer Interns

Rebeca Martinez and Dena Moore served with IRSM, especially during the trips to Orlando, FL and Abilene, TX—bilingual events.



### Renewal Retreat

Hispanic Women Workers in South Florida learned about and practiced *An Attitude of Rest*.



### Radio Program in Spanish

*Luz para las Rosas* (Light for the Roses) is a 2-3 minute radio spot for women recorded by Michelle in Spanish and shared on *La Voz Alegre* (World Christian Broadcasting Spanish Program).

Recordings are also available at [www.LaVozAlegre.com](http://www.LaVozAlegre.com)



### Bi-annual Destination Retreat

Plans have already started and volunteers are stepping up for our second Destination Retreat.

Most of IRSM's resources are available by partnering with each local congregation. This is an IRSM-hosted event that serves as a model and teaching tool on a local level with volunteers, interns, as well as a training and enrichment opportunity for all the women who attend from other locations. Join us Sept. 15-17, 2017!



Iron Rose Sister Ministries  
Destination Retreat  
[IronRoseSister.com](http://IronRoseSister.com)

September 15-17, 2017  
Camp Areopagus, Conway, Arkansas



## IRSM Tools Available

- **Interactive small group Bible studies** available in both English and Spanish: *Human AND Holy, In God's Right Hand: Whom Shall I Fear?* and *Who Has the Last Word Cutting through Satan's Lies with the Truth of God's Word*
- **Blog** on our websites that provide devotional thoughts, encouraging messages, testimonies, challenges, Scripture, reflections, etc.
- **Seminars** (English, Spanish, or bilingual)
- **Small group training**
- **Consultations** for individuals and women's ministries
- **ePetal study** (stand-alone study available for download, online-only)
- **Internships/Mentoring**
- **Missionary Care**



## Missionary Care

**Missionary care** is another resource offered by IRSM. Since Michelle is a former missionary, she is able to minister to and empathize with other missionary women and their families.



**Leah Mayhall,**  
**Downtown CoC**  
**missionary in**  
**Dominican Republic**



**Maribel Preciado**  
**Village CoC missionary in**  
**Pompano Beach, FL, with**  
**husband, Carlos**



**Trish Sandoval,**  
**missionary to**  
**Cochabamba,**  
**Bolivia, with**  
**husband, Butch**



**Jonathan, Bani**  
**& Andrew Cooper**  
**in Lima, Peru**

# Future Plans

## Speaking Engagements 2017:

- February 3-4, **Downtown Ladies' Retreat**, Searcy, AR, *Be Still and Know*
- February 18, **Webinar** with Texas International Bible Institute
- February 24-25, **WINGS**, Harding University, *You are HERE*
- March 8, **Northwest Church of Christ**, Denver, CO, *Who Has the Last Word? Kickoff*
- March 24-26, **Ret's Retreat**, Marble Falls, TX, *Overcomers* (Bilingual)
- March 31-April 1, **Hardin Valley Church of Christ**, Knoxville, TN, *Delight!*
- May 2-5, **Pepperdine Bible Lectures**, Malibu, CA, *3 classes in Spanish*
- May 17-20, **Baxter Lectureships**, Tegucigalpa, Honduras, *Mujeres que tuvieron un encuentro con Jesús*
- May 27, **Honduras Hope Ladies Day**, Tegucigalpa, Honduras
- June 3, **West Broward Church of Christ**, Miami, FL, *Women's Spiritual Health* (Bilingual)
- June 6 & 7, **Holly Hill Church of Christ**, Daytona Beach, FL, *English and Spanish classes*
- June 21-28, **Santiago, Chile**
- June 28—July 5, **Lima, Peru**
- July 19-21, **Robinson Ave. Church of Christ**, Springdale, AR, *Area-wide youth retreat*
- August 3-9, **Cuba**
- September 24-27, **Harding Lectureships**, Ladies' Classes
- October 21-29, **Conexiones**, Missionary Women's Renewal Retreat, in partnership with Great Cities Mission, in Antigua, Guatemala

*Lives touched.* That is what it is all about. IRSM serves to touch women's lives: *encouraging, inspiring, and equipping them to connect more deeply to God and one another.*

## Women's Bible Study Resources:

- 4<sup>th</sup> book to be released in English and Spanish in 2017:  
*Called to Listen: 40 Days of Devotion*
- Additional resources are being made available through our websites
- Coming Soon! *Rosebud studies: The initial and essential teachings of Scripture*

## Internships:

- Bilingual student, summer 2017, Mackenzie Lancaster  
Year-long mentoring of various volunteers  
Students, families and other women traveling to share and be equipped



# IRSM Goals

- **Facilitate Christian sister relationships that will be like iron sharpening iron (Prov. 27:17), encouraging and inspiring each other to be as beautiful as a rose in spite of a few thorns.**

Women want to be in authentic relationships.

Women with strong Christian walks bless families, reach out into the community, strengthen churches, and impact the kingdom.



**Michelle J. Goff and Katie Forbess, IRSM Board President, are examples of Iron Rose Sisters**

- **Produce women’s Bible studies simple enough for anyone to lead and deep enough for everyone to grow.**

Designed as interactive small group Bible studies.

Tools with which to grow on their own.

Model and facilitate authentic relationships.



**Mission Viejo, CA,  
Sisters**



**Small groups after each teaching session (Enterprise Blvd CoC, Lake Charles, LA)**

- **Conduct seminars, women’s retreats, conferences...**

Small groups after each lesson make it personal and practical.

Equipping and inspiring through biblical teaching.

English-only, Spanish-only, and bilingual events.

- **Create a network of Christian women and women’s ministries across the Americas.**

Older women teaching younger women.

Crossing borders, languages, and cultures.

“I am not alone in my struggles.”



**From Juneau, Alaska, to Buenos Aires, Argentina**

## *We need your financial support to make it all possible!*

### *Your financial contributions have made it possible for:*

Michelle to serve as a full-time missionary based on demographics, not geography.

Bible study books to be subsidized and shipped to Latin America.

More than 2,500 women annually equipped to connect to God and one another more deeply in 19 Spanish-speaking countries of Latin America and more than half of the 50 U.S. States.

***Thank you!***



### ***The challenge:***

\$6,000 for our Intern Program (bilingual summer intern and year-round internship opportunities, including travel and mentorship)

\$4,000 in monthly and one-time contributions to meet our 2017 budget goals and expand our online women's ministry resources

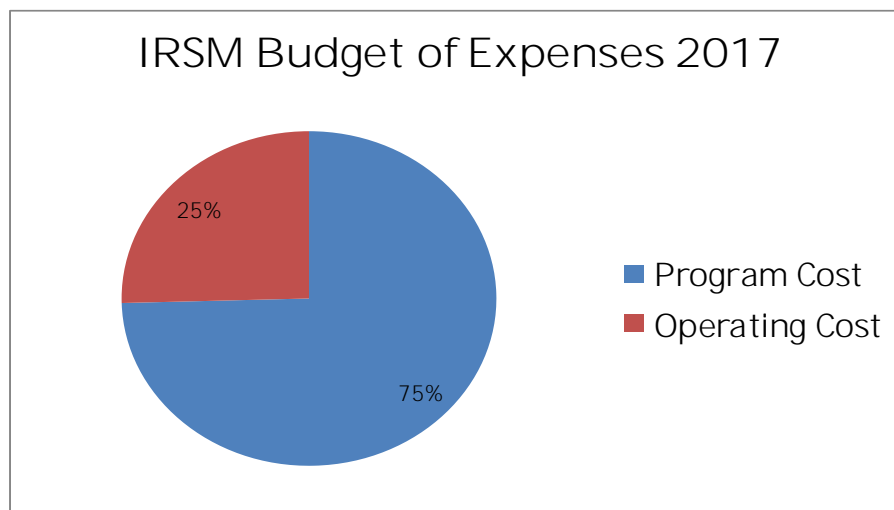
\$1,000 Destination Retreat additional expenses (Sept. 2017)

\$3,000 for *Conexiones* Missionary Women's Renewal Retreat in partnership with Great Cities Mission (Oct. 2017)

*All tax-deductible contributions can be made online or by check made out to IRSM and mailed to PO Box 1351 Searcy, AR 72145*

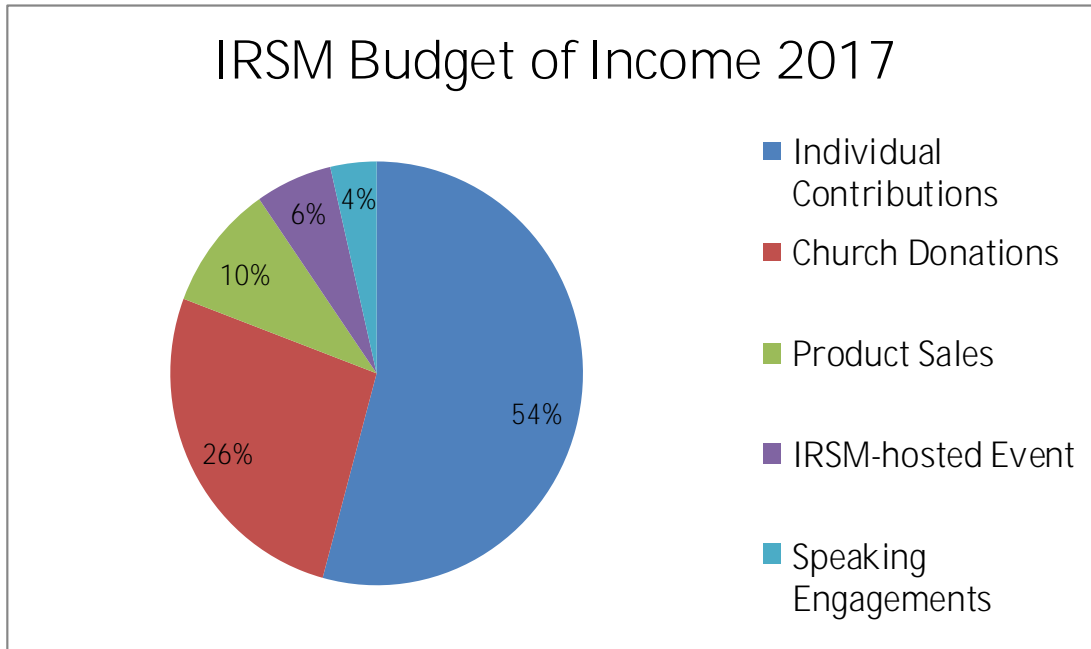
Please spread the word to other churches and families as well.

## ***Financial Report (cont. on next 2 pages)***



*Details on page 14*

## Financial Report (cont.)



	Jan - Dec 16	2016 Budget	2017 Budget
<b>Income</b>			
<b>Church Donations</b>	23,790.01	8,000.00	<b>22,000.00</b>
<b>Individual Contributions</b>	40,716.34	42,000.00	<b>45,000.00</b>
<b>Interest Income</b>	0.00	0.00	
<b>Other Income</b>			
<b>IRSM-hosted Event</b>	20.00	0.00	<b>5,000.00</b>
<b>Other Income - Other</b>	99.97	0.00	
<b>Total Other Income</b>	<u>119.97</u>	<u>0.00</u>	<b>5,000.00</b>
<b>Product Sales</b>	9,167.81	8,000.00	<b>8,000.00</b>
<b>Royalties</b>	207.74	100.00	<b>50.00</b>
<b>Speaking Engagements</b>	<u>4,343.48</u>	<u>3,000.00</u>	<b>3,000.00</b>
<b>Total Income</b>	<b>78,345.35</b>	<b>61,100.00</b>	<b>83,050.00</b>
<b>Cost of Goods Sold</b>			
<b>Donation of Books</b>	289.92		<b>200.00</b>
<b>Freight and Shipping Charges</b>	1,204.19	2,000.00	<b>1,500.00</b>
<b>Purchases</b>			
<b>Books</b>	1,921.42	3,000.00	<b>2,000.00</b>
<b>Promotional</b>	935.95	250.00	<b>1,000.00</b>
<b>Total Purchases</b>	<u>2,857.37</u>	<u>3,250.00</u>	<b>3,000.00</b>
<b>Total COGS</b>	<u>4,351.48</u>	<u>5,250.00</u>	<b>4,700.00</b>
<b>Gross Revenue</b>	<b>73,993.87</b>	<b>55,850.00</b>	<b>78,350.00</b>

# Financial Report (cont.)

Expense	<u>Jan - Dec 16</u>	<u>2016 Budget</u>	<u>2017 Budget</u>	% Program Cost	<u>2017 Budget Percentages</u>			% Operating Cost
<b>Business Expenses</b>								
Business Registration Fees	0.00	100.00	0.00	0%	0.00	0%	0.00	
<b>Total Business Expenses</b>	0.00	100.00	0.00					
<b>Contract Services</b>								
Accounting Fees	50.00	150.00	50.00	0%	0.00	100%	50.00	
Outside Contract Services	0.00	0.00	500.00	100%	500.00	0%	0.00	
Contract Services - Other	34,000.00	24,000.00	30,000.00	85%	25,500.00	15%	4,500.00	
<b>Total Contract Services</b>	34,050.00	150.00	30,550.00					
<b>Health Ins</b>	4,401.21	4,200.00	3,552.60	85%	3,019.71	15%	532.89	
<b>Operating/Program Costs</b>								
Bank Service Charges	479.68	0.00	780.00	0%	0.00	100%	780.00	
Dues & Fees	95.00	300.00	100.00	0%	0.00	100%	100.00	
Marketing	89.72	2,000.00	2,500.00	50%	1,250.00	50%	1,250.00	
Merchant Fees	434.29	500.00	500.00	0%	0.00	100%	500.00	
Office Supplies	2,030.53	1,200.00	2,100.00	20%	420.00	80%	1,680.00	
Postage	2,273.80	1,600.00	2,500.00	60%	1,500.00	40%	1,000.00	
Printing	3,342.49	3,000.00	3,500.00	60%	2,100.00	40%	1,400.00	
Sales Tax	210.95	90.00	250.00	0%	0.00	100%	250.00	
Telephone	681.36	720.00	450.00	80%	360.00	20%	90.00	
Website/Computer	5,414.33	1,500.00	2,600.00	50%	1,300.00	50%	1,300.00	
<b>Total Operating Costs</b>	15,052.15	10,910.00	15,280.00					
<b>Payroll Expenses</b>	4,440.82	6,000.00	6,000.00	30%	1,800.00	70%	4,200.00	
<b>Program Costs</b>								
Events	157.19	200.00	200.00	100%	200.00	0%	0.00	
Intern	433.29	0.00	1,200.00	100%	1,200.00	0%	0.00	
IRSM-hosted Event	0.00	0.00	5,000.00	100%	5,000.00	0%	0.00	
Local Ministry	76.16	0.00	100.00	100%	100.00	0%	0.00	
Promotional	1,084.20	400.00	1,000.00	100%	1,000.00	0%	0.00	
Publishing	500.00	500.00	750.00	100%	750.00	0%	0.00	
<b>Total Program Costs</b>	2,250.84	1,100.00	8,250.00					
<b>Travel - Intl</b>	2,415.77	3,600.00	3,600.00	100%	3,600.00	0%	0.00	
<b>Travel - US</b>								
Promotional	1,460.46	1,000.00	1,200.00	100%	1,200.00	0%	0.00	
Speaking Engagements	1,515.53	2,000.00	1,600.00	100%	1,600.00	0%	0.00	
<b>Total Travel - US</b>	2,975.99	3,000.00	2,800.00					
<b>Total Expense</b>	<u>65,586.78</u>	<u>53,060.00</u>	<u>70,032.60</u>	75%	52,399.71	25%	17,632.89	

# *We love and thank our 2016 donors!*

## **Donors \$5,000+**

College Church of Christ  
Searcy, AR  
Downtown Church of Christ  
Searcy, AR  
Northwest Church of Christ  
Houston, TX  
Vaughn, Mark & Mandy

## **Donors \$2,000+**

Brown, George & Barbara  
Cedeno, Julio & Cynthia  
Edwards, Paxton & Kim  
Gilliam, David & Vanessa  
Goff, David & Jocelynn  
Mitchen, Richard & Melanie  
Village Church of Christ  
Hot Springs Village, AR  
Wishart, Maxine

## **Donors \$1,000+**

Ashton, Tim & Julie  
Finch, David & Vicky  
Gilliam, Bob & Dottie  
Heitzenrater, Bob & Kathy  
Holly Hill Church of Christ  
Daytona Beach, FL  
Wyatt, John

## **Donors \$500+**

Davis, Caylene  
Houtrouw, Shannon & Susan  
Murphy, Dan & Linda  
Snow, Delores

## **Donors \$200 - 499**

Anderson, Brian & Maryellen  
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in honor of Maryellen Anderson  
Juneau Church of Christ  
Juneau, AK  
Kenney, Leesha  
McReynolds, Kenneth & Janet  
Roby, Marilyn  
Sanders, Kay

## **Donors \$100 - 200**

Burt, David & Barbara  
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Gibson, Ken & Terry  
Guillory, James & Denise  
Hubright, Jeff & Sherry  
in memory of Betty Wyatt  
Johnson, Keith & Renee  
LeBoeuf, John & Vanny  
Mitchen, Joe & Jane  
Schell, Joe & Gail  
Sumner, Ryan & Carla  
Tudor, Joe & Debbie  
Wuest, Mark & Laura

## **Donors up to \$100**

Brinley, Tim & Rebecca  
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Chalco, Jacobo & Marcelina  
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Evans, Ryan & Iliana  
Folse, Dorinda  
Hall, Helen  
Hardy, Tad & Susan  
Hayden, Randy & Mona  
in honor of Brandon Sale  
in honor of Charles Whorlow  
in honor of David Gilliam  
in honor of George & Barbara Brown  
in honor of Lena and Elma  
in honor of Lois Voyles  
in memroy of Maxine Wishart  
in memory of Ruth Humphries  
Landry, Charlie & Tierra  
Magos, Manuel & Julie  
Menzies-Delmas, Mary  
Myli, Nancy  
Perry, Susan  
Pineda, Jorge & Maritza  
Reyna, Alejandra  
Richardson, Bill & Holly  
Saunders, Nick & Lora Lynn  
Thompson, Ray & Jane  
Tucker, Blaine & Kate  
West, Ann  
Willwerth, Joy



**Young women in Guatemala learning about true joy from Philippians**

## **Other ways to donate:**

- Select Iron Rose Sister Ministries as your charity of choice on *Amazon Smile*.
- Frequent flyer miles, buddy passes, etc.
- Your time and talents.