





2018 ANNUAL REPORT











Equipping women to connect to God and one another more deeply

IRON ROSE SISTER MINISTRIES—2018 ANNUAL REPORT

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Iron Rose Sister Ministries is a 501c3 nonprofit public charity. P.O. Box 1351, Searcy, AR 72145 501-593-4849 ironrosesister@gmail.com www.IronRoseSister.com www.HermanaRosadeHierro.com



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Iron Rose Sister Ministries Ministerio Hermana Rosa de Hierro

@IronRoseSister

Local Congregation: Downtown Church of Christ, Searcy, Arkansas

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IRON ROSE SISTER MINISTRIES—2018 ANNUAL REPORT



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

Dearest Prayer Warriors and Financial Partners,

Any time I read a missionary report I love looking at the personal stories from the field. The single women and wives who are on the front lines share their perspective on the work and highlight the relational side of ministry. I love it! **Because the stories tell the "why."**

The Annual Report primarily focuses on the numbers: How God helps us equip how many women in what places. **It can be easy to lose sight of the "why,"** which I want to bring to the forefront.

In the midst of exponential growth, one can get lost in the struggle of **how** to keep up with the work—try making 5,000 new friends in a year and then struggling to keep up with them! The daunting to -do list brings the focus on the **what**.

In celebration of Iron Rose Sister Ministries' growth, now in our sixth year, let's bring it back to the "why."

Women are hungry for authentic relationships with other women and a deeper relationship with God yet often lack the tools or inspiration to do so. After recognizing the lack of resources in English, Spanish, and bilingual contexts, I answered God's call to meet this need. Now in our sixth year—having doubled our growth from year four to five—we have doubled our budget in order to continue to equip women across the Americas. Thanks for those who have partnered with us in this journey! You have been a vital part of making it happen!

Through involvement with Iron Rose Sister Ministries, women are **Encouraged and Inspired** to deepen their relationships with God and other women in personal and practical ways.

- **Equipped to equip** other women to deepen their relationships through IRSM resources to be used in English, Spanish, and bilingual contexts.
- Empowered and Educated for spiritual development.

And now that we remember the why, I invite you to help us with the how and the what!

Celebrate what God has done through our exponential growth, affirming that we are meeting a significant need of women and women's ministries.

Partner with us for continued and sustained growth—specifically Prayer Warriors and Financial Partners to support our increase in staff and program costs.

Share with others the resources available through Iron Rose Sister Ministries as we equip others to equip others and bring growth to the kingdom.

Thank you for your prayers! In Him, M.







More than 5,000 women reached across the Americas this year!



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EQUIP

- Small Group Bible Study Materials and Training
- Speaking Engagements
- Bilingual Resources



24 Seminars:
13 in U.S.A.—6 in English, 1 bilingual, 6 Spanish
11 in Latin America in Spanish

<u>12 Ladies' Classes:</u> 5 in U.S.A.— 2 in Spanish, 3 in English 7 in Latin America in Spanish

2 IRSM hosted Bible Studies: 1 in English, 1 in Spanish



"This was my first time doing small groups like that... I got so much out of discussing things with my Christian sisters! Thank you!"

~Conference attendee



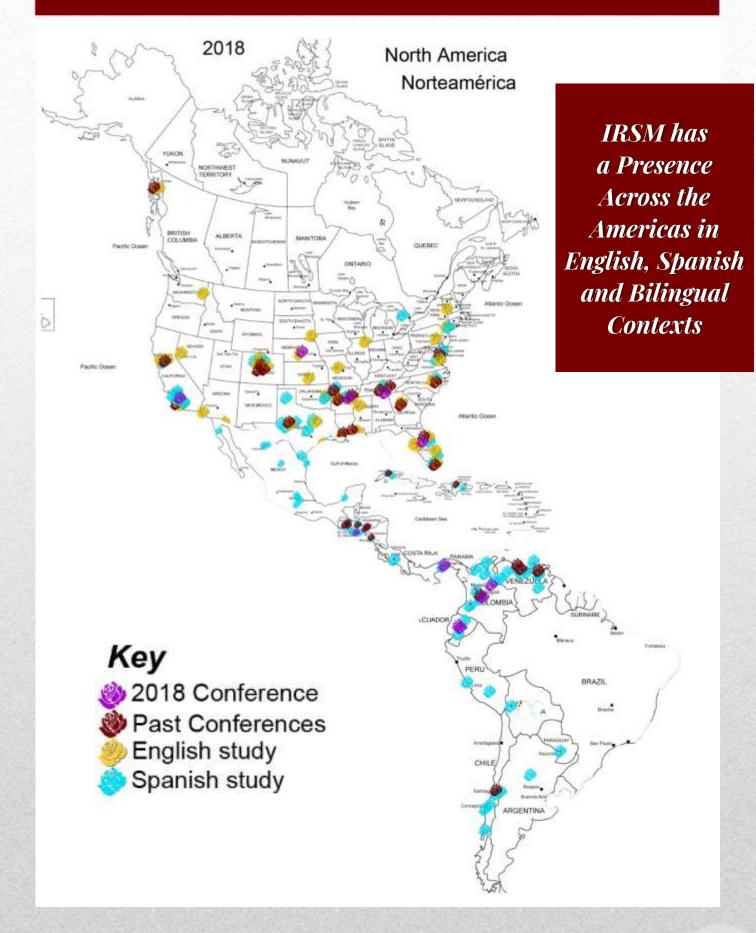
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List of Events where Iron Rose Sister Ministries Equipped Women in 2018

		Event		# of	# of	1.0
Country	Event Name	Date	Theme	women	Cong	Language
TN, USA	Antioch Bilingual Event	Feb-18	Women's Spiritual Health	116	7	Bilingual
TN, USA	Antioch English Sun. am Class	Feb-18	Single and Lovin It	163	1	English
	Ecuador National Ladies	2255				
Ecuador	Conference - Quito	Mar-18	La Salud Espiritual de la Mujer	420	31	Spanish
Ecuador	Colón - Clase de mujeres	Apr-18	Una actitud de descanso	36	1	Spanish
Ecuador	EQEB Clase de mujeres - Quito	Apr-18	La depresión y el desánimo	24	7	Spanish
Ecuador	Conferencia en Ibarra	Apr-18	Depresión, desánimo y estrés	150	n/a	Spanish
Ecuador	Ibarra - Clase de mujeres	Apr-18	Sanación emocional y espiritual	80	4	Spanish
Ecuador	Valle, Quito - Clase de mujeres	Apr-18	Una actitud de descanso	18	1	Spanish
AR, USA	Downtown Ladies' Class	Apr-18	In God's Right Hand	20	1	English
AR, USA	Harding University Chapel	Apr-18	Relationships as Single Woman	2000	LOTS	English
CA, USA	Ladies' Classes and Personal Studies	May-18	Soltera y me encanta	24	2	Spanish
CA, USA	Ladies' Classes and Personal Studies	May-18	Entrenamiento de líderes	20	1	Spanish
Colombia	Conferencia Bucaramanga	May-18	Mujeres-encuentro con Jesús	35	2	Spanish
Colombia	Conferencia Bucaramanga	May-18	Enamorándose de Jesús	28	2	Spanish
Colombia	Conferencia Bucaramanga	May-18	Relaciones como Dios las diseña	25	1	Spanish
Colombia	Conferencia Bucaramanga	May-18	Relaciones con Dios y con otros	20	1	Spanish
Colombia	Conferencia Bogotá - Salitre	Jun-18	Enamorándose de Jesus	105	13	Spanish
Colombia	Conferencia Bogotá - Norte	Jun-18	Relaciones como Dios las diseña	28	3	Spanish
TX, USA	Regional Women's Retreat	Jun-18	La Belleza de un corazón agradecido	300	8	Spanish
FL, USA	EQUIP Conference	Jun-18	RESToration as God Designed	68	12+	English
CO, USA	Loveland Women's Classes	Jul-18	Women who encountered Jesus	45	1	English
CO, USA	Clase de mujeres—Denver	Jul-18	Mujeres - encuentro con Jesús	12	3	Spanish
Convención Regional de		Jul-18	Depresión y autoestima	200	8	Spanish
Panama	Convención Nacional de mujeres Panamá	Aug-18	Violencia doméstica - paz/victoria	275	12	Spanish
Panama	Clase de mujeres - Metropolitana	Aug-18	La Comunicación	26	2	Spanish
El Salvador	Convención Nacional de Mujeres El Salvador	Aug-18	Hacedores de la Palabra que puede salvar	425	39	Spanish
El Salvador	Clase de mujeres - Centro	Aug-18	Mi relación con Dios	21	1	Spanish
AR, USA	Bible Study Who has the Last Word	Aug-18	Who has the Last Word?	12	3	English
AR, USA	Estudio Bíblico Harding	Sep-18	Nombres y Características de Dios	8	5	Spanish
AR, USA	Día de Mujeres Benton	Sep-18	El Señor se deleita en ti	120	8	Spanish
NE, USA	Bellevue Ladies Day	Oct-18	All In	101	11	English
Colombia	Video Conferencia - Día de Damas	Dec-18	La Familia de Dios	n/a	2	Spanish
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Encourage

- Visits: teaching and listening
- Blog Posts
- Relationships with God & one another





"May God abundantly bless the women and their families who are involved in this marvelous ministry! We are grateful for your work, especially as God, through you, meets our spiritual needs by providing these reflections [blog] that are like refreshing water to resist the flaming trials and difficulties we constantly face."



~Osly, Cuba

On average, statistics show that an IRSM blog post reaches 400 women. Imagine how many more women are reached when these women share them with other Iron Rose Sisters?





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Empower

- Mentoring
- Multiplying
- Modeling





"Small groups ARE a blessing! Sharing, caring, and nurturing are what we women do best when we are Christ-centered."

~Stacey, IRSM Destination Retreat



Transformed lives by the testimony of an Iron Rose Sister!!!



THE GROWTH BRINGS NEW TEAM MEMBERS



Débora Rodrigo Joined the team in January 2018 working part-time as the Documentation Assistant.

Brenda Brizendine

Joined the team in September 2018 working full time as the Assistant Director. Working remotely from Colorado Springs, CO.





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STAFF AND BOARD MEMBERS

Iron Rose Sister Ministries BOARD & STAFF MEMBERS

In September 2018, the IRSM Board Members and Staff met face-to-face for the very first time (previous meetings were always via video conferences). They worked on Team Building Activities, Strategic Objectives and Goals for 2019 and the next five years.

We are seeking new Board Members to partner with us in following God's lead and serving to equip women to connect to God and one another more deeply in English, Spanish, and bilingual contexts, across the Americas.



Back row, left-right: Roberto Batres (Advisory), Katie Forbess (President), Kathy Creel (Board), Débora Rodrigo (Part-time Asst.), Julio Cedeño (Board, Elder)
Front row, left-right: Erica Peck (Part-time Asst.), Michelle J. Goff (Director), Brenda Brizendine (Asst. Director), Carla Sumner (Board)
Missing: Sarah Nieto (Board), Cynthia Cedeño (Treasurer)



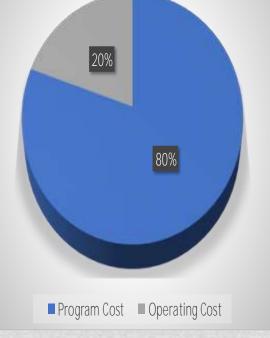
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FINANCIAL REPORT

	TOTAL ACTUAL	TOTAL BUDGET	TOTAL BUDGET
Expense	Jan - Dec 18 Actual	2018 Budget	2019 Budget
Advanced Book Purchases	3,487.27	4,000.00	5,000.00
Contract Services			
Accounting Fees *	350.00	350.00	3,050.00
Outside Contract Services	1,610.00	1,500.00	1,500.00
Contract Services - Other	30,000.00	30,000.00	30,000.00
Total Contract Services	31,960.00	31,850.00	34,550.00
Health Ins	3,489.72	3,483.12	4,000.00
Operating Costs			
ACH Fee	105.19	-	150.00
Bank Service Charges	191.40	780.00	150.00
Dues & Fees	81.68	80.00	100.00
Marketing	1,342.58	1,500.00	2,200.00
Merchant Fees	286.29	500.00	400.00
Office Supplies	1,115.55	1,000.00	1,300.00
Postage	2,609.25	2,500.00	3,500.00
Printing	3,849.36	3,600.00	5,000.00
Sales Tax		250.00	250.00
Telephone	375.65	120.00	450.00
Website/Computer	2,515.35	2,500.00	3,360.00
Operating Costs - Other			240.00
Total Operating Costs	12,472.30	12,830.00	17,100.00
Payroll Expenses **	21,232.81	6,000.00	42,000.00
Program Costs			
Events	244.50	200.00	400.00
Intern		1,200.00	600.00
IRSM-hosted Event	251.46		5,000.00
Local Ministry	102.69	100.00	100.00
Promotional	868.30	500.00	600.00
Publishing	Carl State	100.00	100.00
Total Program Costs	1,466.95	2,100.00	6,800.00
Travel - Intl	6,650.98	5,000.00	7,000.00
Travel - US			
Promotional	824.60	300.00	1,000.00
Speaking Engagements	2,435.93	2,400.00	3,000.00
Travel - US - Other	457.20	100 10 - 10 - 10 - 10 - 10 - 10 - 10 -	300.00
Total Travel - US	3,717.73	2,700.00	4,300.00
Total Expense	80,990.49	63,963.12	120,750.00

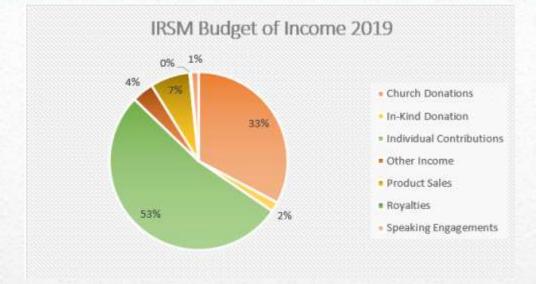
* Majority of these fees are off-set by the "In-Kind Donation" from Cedeño & Associates **Includes addition of full-time Assistant Director





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FINANCIAL REPORT (CONT.)



	TOTAL ACTUAL Jan - Dec 18 Actual	TOTAL BUDGET 2018 Budget	TOTAL BUDGET 2019 Budget
Income			
Church Donations	21,975.00	20,000.00	45,000.00
In-Kind Donation	19-19-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1	1. 1. 1 (The second	2,700.00
Individual Contributions	50,797.13	42,000.00	80,450.00
Other Income			
IRSM-hosted Event		-	5,000.00
Travel Reimbursement - US	782.85		900.00
Other Income - Other	150.41	115.00	150.00
Total Other Income	933.26	115.00	6,050.00
Product Sales	10,177.74	8,000.00	11,000.00
Royalties	357.29	100.00	400.00
Speaking Engagements	3,275.60	2,000.00	2,100.00
Total Income	87,516.02	72,215.00	147,700.00
Cost of Goods Sold			
Donation of Books	245.24	220.00	220.00
Freight and Shipping Charges	1,585.37	2,200.00	2,200.00
Purchases			
Books	2,480.17	2,500.00	2,500.00
Promotional	2.29	300.00	300.00
Total Purchases	2,482.46	2,800.00	2,800.00
Total COGS	4,313.07	5,220.00	5,220.00
iross Profit	83,202.95	66,995.00	142,480.00

*the current budget is expectant on almost double the income of last year (1.75x)



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The Partners in our Garden made it possible in 2018!

Churches - Planting Partner Level - \$6,000+

Downtown Church of Christ - Searcy AR

Churches - Seed Partner Level - \$2,000+

Northwest Church of Christ - Houston, TX

Churches - Labor Partner Level - <\$2,000

Austin Ave. Church of Christ - Brownwood, TX (intern) Blue Haven Youth Camp - Las Vegas, NM (intern) Hamilton Church of Christ - Hamilton, MO Holly Hill Church of Christ - Ormond Beach, FL Hoover Church of Christ, Birmingham, AL (intern) Levy Church of Christ - N. Little Rock, AR (intern) South Baton Rouge Church of Christ - Baton Rouge, LA

Individual Partners - Red Rose - \$5,000+

Vaughn, Mark & Mandy

Individual Partners - White Rose - \$2,500+

Brown, George & Barbara Cedeno, Julio & Cynthia Goff, Bob & Donna Goff, David & Jocelynn

Individual Partners - Friendship Rose - \$1,000+

Ashton, Tim & Julie Bayham, Bob & Frances Braud, John & Amber Clemens, Mike & Kathryn Edwards, Paxton & Kim Finch, David & Vicky Gilliam, David & Vanessa Heitzenrater, Bob & Kathy Mitchen, Joe & Jane Tipton, Ken & Connie

Individual Partners - Iron Rose - <\$1,000

Anderson, Brian & Marvellen Arvizu, Maria Elena Bailey, James Bending, Barbara Jo Bounds, Mike & Mary Bowling, Jerry & Joan Bridges, Stephen & Lori Brinkley, Sheryl Brizendine, Tony & Anita Brown, Gewan & Mariella Brunson, Lacey Burgin, Rick & Angie Busselle, Carol Casleton, Kent & Linda Castiglione, Miriam Chaffin, Jack & Edith Chaffin, Lisa Claypool, Robert & Rebecca Conley, Bill & Ava Console, Katie Creel, Tim & Kathy Crews, Shelley Curtis, Donald & Cindy Davis, Caylene Davis, Mark & Penny Dean, John & Leslie Dencklau, Anjee Dillon, Gloria Duve, Tom & Jill Emery, Scott & Holly England, Don & Lynn Factor 33 Clippercuts Finley, Britney

Individual Partners - Memorial Rose

In honor of George & Barbara Brown In memory of Maude Goff In memory of Mike Whorlow In memory of George Williams

in memory of Minnie Rae Johnson

Forbess, Jeff & Katie Forbess, Rodney & Darlene Garcia Sogamozo, Nilaurys Garcia, Jose & Mary Solis Gibson, Ken & Terry Gough, Robin & Mary Guillory, James & Denise Hardy, Bill & Jean Haynes, Jessica Havworth, D.R. & Sandra Hinton, Everett Hodges, Deanna Houtrouw, Shannon & Susan Hubright, Jeff & Sherry Irons, Thomas & Linda Jackson, Bre'Yonka Jacox, Tiffany Johnson, Rolanda Juth, Erika Kennedy, Olivia Kosko, Caroldine Lindsay, Donald & Linda Magos, Manuel & Julie Marrs, Greg & Rowena McCollum, Meagan McIntosh, David & Julie Menzies-Delmas, Hantz & Mary Willwerth, Joy Miranda, Vincent & Virginia Morish, Cherisse Murphy, Dan & Linda Myer, George & Carolyn Myli, Nancy Neill, Kelly & Wendy

Neuhold, Leesha Kenney Nickleson, Robyn Nieto, Govo & Sarah Partlow, Anna Perry, Susan Pricop, Terah & Emanuel Resweber, Christa Richardson, Kathy Riley, Thomas & Carol Roby, Marilyn Ross, Anthony George & C.Nancy Roussel, Jeff & Jana Sanders, Kay Saunders, Nick & Lora Lynn Shafer, Jeff & Becky Snow, Delores Stockstill, Daniel & Cindee Sumner, Ryan & Carla Tackett, Nancy Tudor, Joe & Debbie West, Anna & Bridges, Tracy Westbrook, Timothy & Anessa White, James & Martha White, Leora Whitley, Joann Whorlow, Charles & Glatha Wuest, Mark & Laura Wyatt, Geoffrey & Dana Wyatt, John Wyly, Mack & Karen Yarbrough, Jordan

Churches - Event Partners

Antioch Church of Christ - Antioch, TN Bellevue Church of Christ - Bellevue, NE Iglesia de Cristo Metropolitana - Panama Iglesia de Cristo San Salvador - El Salvador North County Church of Christ - Escondido, CA Saturn Road Church of Christ - Garland, TX



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THANK YOU!

The Partners in our Garden made it possible in 2018!

YOUR FINANCIAL CONTRIBUTIONS HAVE MADE IT POSSIBLE FOR:

- Michelle to serve as a full-time missionary based on demographics, not geography.
- More than 5,000 women to be equipped in 2018 to connect to God and one another more deeply in 19 Spanish-speaking countries of Latin America and more than 2/3 of the 50 U.S. States.
- Bible study books to be subsidized and shipped to Latin America.
- New Staff Members to be added in order to facilitate many behind-the-scenes jobs which allow others to continue equipping, encouraging, and empowering the women IRSM serves, as well as those who partner with us.

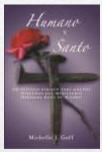
OTHER WAYS TO DONATE

- Select Iron Rose Sister Ministries as your charity of choice on *Amazon Smile*.
- Frequent flyer miles, buddy passes, etc.
- Your time and talents.
- Start Small Groups using the Interactive Bible Study Books

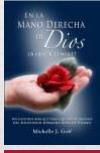


*** NEW! <u>Called to Listen</u> and <u>Llamada a escuchar</u> are also available in Kindle Editions*

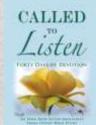














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IRON ROSE SISTER MINISTRIES EVENTS FOR 2019

Join us at an event near you and join us in prayer!

SPEAKING ENGAGEMENTS

February 22-23 – Women in God's Service–WINGS: Keynotes and Break out Sessions on Cross Cultural Relationships. Harding University, Searcy, Arkansas

March 23–Ladies' Retreat at *East Side Church of Christ* - Snyder, Texas

May 4 – Women's Conference (Spanish) Cómo acercarse más a Dios – Buenos Aires, Argentina

June 20-23 – XIII Women's Conference (Spanish) Madurez Espiritual, Bucaramanga, Colombia

August 1-9 - National Youth Convention – Iglesia de Cristo Matanzas, Cuba

September 14 - Ladies' Day-(Speaker: Katie Forbess) Iglesia de Cristo Southside, **Rogers**, **Arkansas**

September 21 - Ladies' Day (Spanish) Iglesia de Cristo Silver Spring, Maryland

TABLE/BOOTH PROMOTING IRSM

BIBLE

UDY BOOK RELEASE

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February 28 - Career Fair, Harding University, Searcy, AR April 6– Ladies' Day, Westminster, CO April 12-13 - Women Walking with God Conference, Wichita, KS Sept. 29–Oct. 2 – Harding Lectureships, Searcy, AR

ron Rose Sister

Hermana Rosa de Hierro

Celebrating Six Years with The I AM

MINISTERIO

Celebrando Seis Años con El YO SOY





Celebration Dinners & Ladies' Classes March-Arkansas April-Colorado & Kansas July-Tennessee & Atlanta August-Texas & Louisiana September-Washington D.C. Area

Contact us for details!

Destination Retreat November 1-3 I already AM Conway, Arkansas NEW! Bilingual in 2019





IRON ROSE SISTER MINISTRIES GOALS FOR 2019



2018: 5,000+ women equipped through speaking engagements alone!



2019 FINANCIAL GOALS

- **Raise \$65,000 for the Annual Fund** (Current Gap)
 - Total 2019 budget: \$140,000
 - Doubled budget to sustain doubled growth
- **Partner with more churches and individuals** in teamwork and financial collaboration, equipping women across the Americas.
 - Increase percentage of income by Partnering Churches to 33% (goal: \$40,000)
 - Increase in Individual Partners (from \$50,000 to \$80,000)

COMING IN 2019....

Theme: Preparing for the IAM

"Celebrating Six Years with the I AM" Dinners across the U.S.

Publication of new interactive small group Bible study book, *I already AM: Testimonies of Belief in the Great I AM*

Model Bilingual Event through IRSMhosted Destination Retreat, November 1-3, 2019, in Conway, Arkansas





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REVISED 2019 BUDGET

		2019 Budget	Revised 2019 Budget
Contract Services		Contraction Const	
	Accounting Fees	3,050.00	3,050.00
	Outside Contract Services	1,500.00	4,300.00
	Contract Services - Other	30,000.00	30,000.00
Total Contract Services		34,550.00	37,350.00
Health Ins		4,000.00	4,000.00
Operating Costs			
	ACH Fee	150.00	150.00
	Bank Service Charges	150.00	150.00
	Dues & Fees	100.00	100.00
	Marketing	2,200.00	2,200.00
	Merchant Fees	400.00	400.00
	Miscellaneous	0.00	17. 5. 5 2. 5
	Office Supplies	1,300.00	1,300.00
	Postage	3,300.00	3,300.00
	Printing	5,000.00	5,000.00
	Sales Tax	250.00	250.00
	Telephone	450.00	450.00
	Website/Computer	3,360.00	3,360.00
	Operating Costs - Other	240.00	240.00
Total Operating Costs		16,900.00	16,900.00
Payroll Expenses		42,000.00	25,000.00
Program Costs			
	Events	400.00	400.00
	Intern	0.00	NEL 27 2 3 3 3 1
	IRSM-hosted Event	5,000.00	5,000.00
	Local Ministry	100.00	100.00
	Promotional	600.00	600.00
	Publishing	100.00	100.00
	Program Costs - Other	0.00	
Total Program Costs		6,200.00	6,200.00
Travel - Intl		7,000.00	6,000.00
Travel - US			
	Promotional	1,000.00	1,000.00
	Speaking Engagements	3,000.00	3,000.00
	Travel - US - Other	300.00	300.00
		A CONTRACTOR OF	and some product of the second s
Total Travel - US		4,300.00	4,300.00



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