



# VOMC ANNUAL REPORT

By Doug J. McKenzie, Chief Executive Officer

*I am thankful to our Lord Jesus Christ, to whom all glory is rightfully ascribed, and to our wonderful VOMC team (both staff and volunteer, as well as our board of directors) for another year of blessed ministry amongst those who are afflicted and in peril throughout the world for the proclamation and practice of their living faith in Christ. Mysteries continue to abound over the expression of God's tremendous love and forgiveness, even for those who perpetrate the vilest forms of persecution against His children. We are increasingly a witness to such grace as could only be gifted from the Father Himself. What a privilege it is to serve in the VOMC mission!*

*Given the historic timing of our financial audits (usually published by the second quarter), which are based on a calendar year of operations, my comments for this report will be relative to the audited financial statements for the fiscal year ending December 31<sup>st</sup>, 2015. Other operational comments included in this report, which are not derived from the audited statements, are offered in reference to our year-to-date 2016 operating period.*

## AUDITED FINANCIAL STATEMENTS

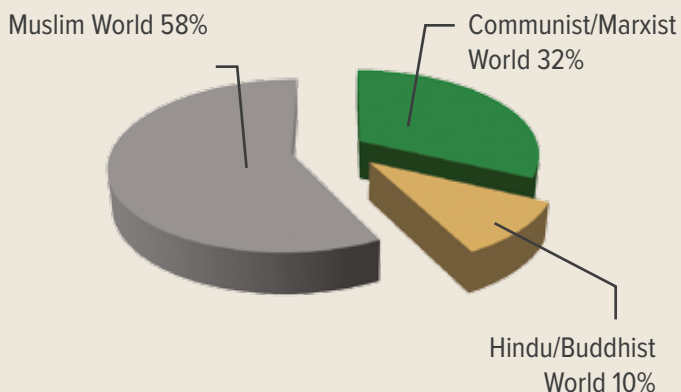
With specific reference to VOMC's fiscal audit for the full year ending December 31<sup>st</sup>, 2015.

1. Total revenue for the period was \$3,368,235, which was lower than the previous year of 2014, that amount totalling \$3,508,606.
2. International projects (overseas activities), including related salaries and benefits totalled \$1,576,657, an increase from the prior year's total investment of \$1,511,539. Mid-course adjustments to our international projects budget were made in response to identifiable need and project expansion. Such expense adjustments did have an impact on net income as follows, but were made judiciously and compassionately.
3. Excess of Revenues over Expenditures reflected a positive "bottom line" of \$349,262 compared to the prior year total of \$559,157.
4. Cash of \$1,158,466 rounded out the Current Assets summary for a total level of \$1,756,343, including our short-term investments and the return on such.
5. Total Resource Allocation (the allocation and application of all expenses in the organization on a proportional percentage basis) is as follows:

a. International Projects (Overseas Ministry)	52.23%
b. Raising a Voice (Telling the Stories of the Afflicted)	29.95%
c. Administration	17.82%

Please see "Pie Charts" below for graphic comparison.

### WORLD DISTRIBUTION



## BI-DIRECTIONAL MINISTRY

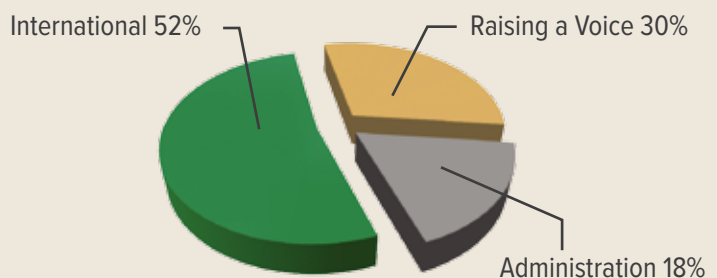
The Voice of the Martyrs ministry was initially founded in the United States by Richard and Sabina Wurmbrand in 1967, and in Canada during 1971 by Klaas and Nellie Brobbel. The U.S. mission and its Canadian "sister ministry" were committed from the start to two complementary operational foci. In striving to achieve the same goals as Dr. Wurmbrand espoused, we at VOMC promote a balance of ministry – first in practical relief services that include safehousing, clothing, food, microloans for small businesses, church and ministry support, and in various other ways.

Secondly, we are increasingly developing and implementing communications strengths that are enabling us to honour God and our persecuted brothers and sisters by faithfully and compellingly telling their stories and sharing the witness of their plight. The resource allocations outlined above and in the accompanying charts reflect this historic reality; and we have never been more convinced of the transformative power of such stories when conveyed to those who have "ears to hear" within the North American Christian church.

We believe from our discernment and experience that the stories of the persecuted, when infused specifically into the heart of the Canadian church (our target constituency), will cause such believers to be confronted with one profound and even haunting question: *Am I prepared to die for my faith?* It's a question that rarely (if ever) would be asked in our culture, but one that reflects an historic and modern-day reality in approximately two-thirds of the world.

When further brought to an awareness that, even as one asks the question, there are Christians in the world today who are indeed surrendering their lives for Christ, then there will be a resounding "wake-up call" in the church. This would bring about transformation, resulting in a falling away of anything that inhibits intimacy with our Saviour Jesus and our Heavenly Father through the power of the Holy Spirit.

### TOTAL RESOURCE ALLOCATION



# "WE'RE LEARNING AND GROWING EVERY DAY IN OUR LOVE AND PASSION FOR THOSE WHOM WE SERVE..."



## VOMC 2016 CONSTITUENT SURVEY HIGHLIGHTS

We conducted a national constituent survey named Information Harvest, which was larger and more in-depth than most. We knew that we were targeting a unique audience of believers who, on the whole, are much more committed than most and, therefore, more willing to engage with a detailed project like this. As a result, response ratios were high by survey standards. Future surveys based on this data will likely be much smaller and aimed at even wider audiences.

Our survey ran from May through to the end of August. Our goals were to gather data on demographics, faith and finance behaviour, and to inform our constituents regarding our organization, while also creating a forum for "listening" to their hearts and minds on a wide range of pertinent matters and "felt needs."

One of the most encouraging and generally unmeasured results appears to be that we inadvertently engaged a group of our "friends," moving them on in their relationship with VOMC; and in some cases, to higher levels of commitment and service. I include below a few key highlights derived from the results of the survey:

- 577 responses from approximately 7,800 "print" and 14,800 "electronic" invitations.
- Around 50 percent of the respondents were 60 years of age or older; and by the same percentage, most were women.
- Broad range of denominations.
- Given the option of selecting more than one preference, 52 percent like to receive paper communications, 73 percent electronically delivered, and 12 percent online.
- Nearly 70 percent want to hear about events via email.
- 74 percent have donated financially at some point.
- Of those who have not donated financially, around half weren't able to do so due to other giving commitments; and the other half due to financial constraints.
- Around 47 percent of the respondents have given on a regular basis.

- 37 percent have donated to specific funds.
- Only 2 percent have requested audited financial statements.
- Over 150 respondents were interested in volunteering (around a dozen seriously committed, with many more indicating progress in their engagement journey with VOMC).
- 73 percent of our respondents also volunteer in their church.
- We received data about how they like to communicate and receive our services and products.
- We received data about their preferences in terms of events.
- We found out how much they knew about us as an organization, and then filled in some gaps by providing information in specific areas with those who responded.
- We found out how happy they were with our ministry, services and products.

## IN SUMMATION

We're learning and growing every day in our love and passion for those whom we serve, and by understanding our capacities in the day-to-day execution of God's plan for VOMC. We are grateful for the excellent governance leadership of our board. It is, however, with sadness at our loss, great admiration, and much appreciation that we remember our recently and dearly departed board member and brother in Christ of many years, Mr. Mervin Kuepfer, who passed on to eternity November 5<sup>th</sup>, 2016.

To you who subscribe and respond faithfully to our publications (as we tell and deliver the stories of the persecuted), we say thank you and may God's richest blessings rest upon your household throughout the year of 2017.

In Christ,

Doug J. McKenzie  
Chief Executive Officer  
The Voice of the Martyrs Canada

