



**IRSM
Annual Report
2017**



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



Dearest supporters and prayer warriors,

Thank you for making 2017 such a banner year for Iron Rose Sister Ministries (IRSM)! We experienced growth in several areas and have seen this as an opportunity to take a step back and evaluate things for purposeful growth in the future. IRSM will be five years old this summer!

Being the only full-time worker with IRSM, I cannot keep up. I am extremely grateful for our Board of Directors and Erica Peck, our ministry assistant, but we are each feeling the strain of the growing pains.

As you read through the various facets of this report, please join us in prayer for God's guidance and wisdom as we prune some branches of our rose bush. The positive side of this is the **affirmation that we are meeting a tremendous need to equip more women to connect to God and one another more deeply, across the Americas.** May you, too, be inspired, encouraged, and equipped through this report.

Here are the top areas of growth and the ways in which we covet your prayers:

- 1) **Invitations to more international locations for speaking engagements than we can accept.** Women are hungry for the teaching, encouragement, and materials that equip them to connect to God and one another more deeply. We need wisdom to continue to follow Paul's pattern from his missionary journeys of initial visit, follow-up visit, continued contact, and a third visit a few years later.
- 2) **Local and international mentoring opportunities.** 2 Timothy 2:2 and Christ's example affirm our goal of teaching to teach to teach. The more we equip and inspire, others are encouraged and challenged to equip and inspire... multiplication growth, as God designed (see Ana's story on pg. 5).
- 3) **No new book in 2018.** We have determined that we will not publish new interactive Bible study materials in 2018, but will, rather, focus our efforts on spreading the word about our current resources and preparing ourselves in other areas of purposeful growth.
- 4) **Recruiting more workers.** We invite you and others to join our team as we continue to equip more women. (A full list of some of our current needs is on page 6).
- 5) **Evaluation** of what we do and how we do it. We understand that we are stewards of the funds we receive from our supporters. As such, we are working to affirm that the highest possible percentage of those resources is always used directly in helping Christian women to connect to God and one another more deeply.

Thanks again for your prayers and support! We cannot do this without you and we rejoice over all God has done in 2017!

In Him,

Michelle J. Goff

**Venezuelans at "Conexiones"
Missionary Women Renewal
Retreat in Antigua, Guatemala**





*What is
IRSM
about?*



**Biblical
Teaching**

**Spiritual
Nurturing**

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



Mentoring/Discipleship



Events, Interns,
Missionary Care,
Bible studies, and
so much more!



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!

Released in 2017!

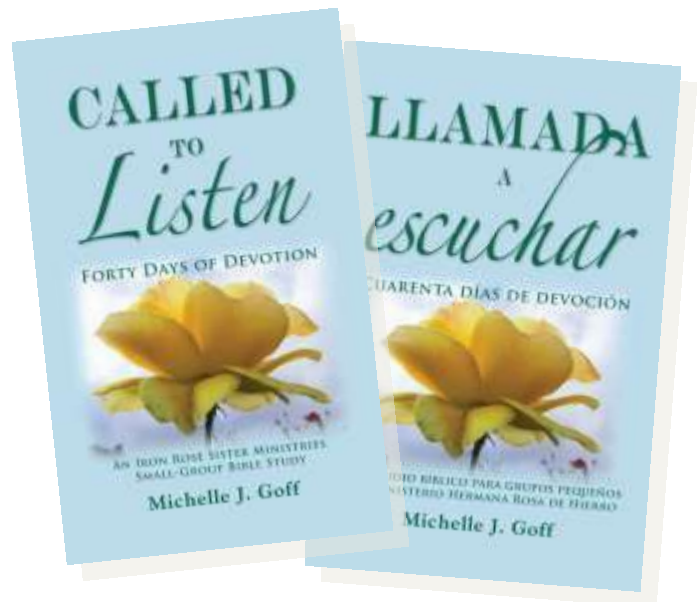
Called to Listen:

Forty Days of Devotion

4th Small Group Interactive Bible Study

Our Heavenly Father has a message that we have each been called to hear, but are you listening? Amid the noisy world we live in, listening has become a lost art. We know that “anyone with ears to hear should listen and understand” (NLT). But how should we listen? What is God saying?

We may not hear from a burning bush like Moses, but we *can* hear His voice through His Word, through nature, through Christian brothers and sisters, even through silence... But again, the question we must ask ourselves is, “Are we listening?”



“I have always tried to read my Bible, but this book guided me to read in order to listen to what God has to say relationally, not just academically.”



Cuban young women at national youth conference, **hungry for resources** to equip other Cuban women.

August 2017

Board of Directors and Local Congregation

Katie Forbess, President
Carla Sumner, Secretary
Cynthia Cedeño, Treasurer (sabbatical)

Roberto Batres
Sarah Nieto (added Jan. 2018)
Downtown Church of Christ, local congregation

Julio Cedeño

One example from Cuba

Pictured right:
**Ladies Day in
Matanzas, Cuba
August 2017**



Pictured left: **Ana** in her small group (second from left), first being introduced to IRSM and our resources.

Pictured above:

Delight! Talented women who helped decorate and plan a craft application on the theme

*Inspired to inspire...
Equipped to equip...*



Ana taking what she learned and sharing it across rural Cuba with other women!



Ana always felt called by God to encourage, teach, and bless other women, but had never seen that modeled or been equipped to answer that call.



Inspired and equipped, Ana is sharing IRSM tools and passing on the inspiration to other women, who, in turn, are grateful for the opportunity to learn, teach, and serve.

2017 by the numbers

Seminars:

U.S.—9 **seminars** in Eng., 5 in Span., 3 bilingual
Latin America—19 **seminars**

Women's Bible Studies:

4 local **Small Group Bible studies** (2 Eng., 2 Span.)
Release of **4th Bible study book** in English & Spanish
More than 500 **books subsidized** to Latin America

Women's Ministry Resources:

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

Mentoring: 3rd IRSM summer **intern** (pictured
teaching in Santiago, Chile)

Weekly Bible studies in Michelle's home and on
Harding University campus



Who is involved in IRSM? We need YOU!

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

- Starting a small group study in your area
- IRSM representative in your area
- Event planning
- Marketing and promotion
- Graphic design
- Editing/review of printed materials
- Social media updates
- Video production
- 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!**

Destination Retreat 2017



Group Picture at
Camp Areopagus

Ladies from Northwest
Church of Christ, Denver

Bi-annual Destination Retreat

51 women from more than 20 congregations gathered for the weekend of Sept. 15-17, 2017, outside of Conway, Arkansas, for a weekend focused on being Called to Listen.

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

Make plans to join us in 2019!



IRSM Ministry Assistant, Erica Peck (center) with her mom (left) and friend Christina (right) show off their listening ears



Iron Rose Sister Ministries

Destination Retreat

IronRoseSister.com

September 15-17, 2017

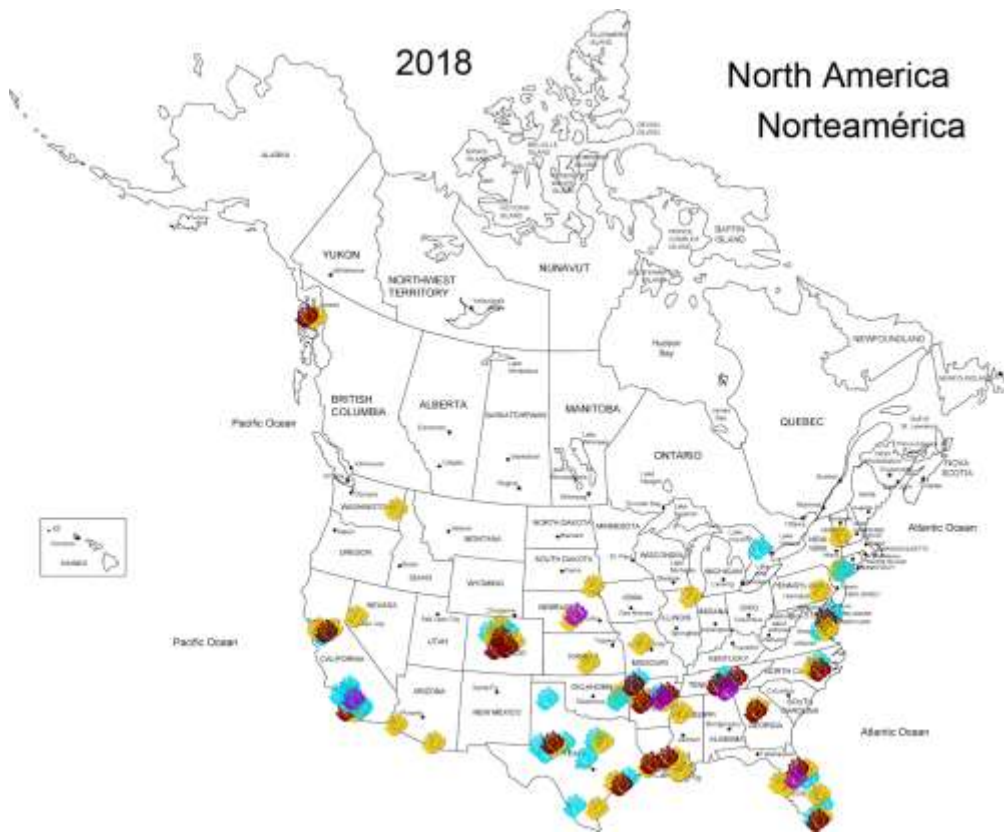
Camp Areopagus, Conway, Arkansas

IRSM-hosted Event

2017 Seminars

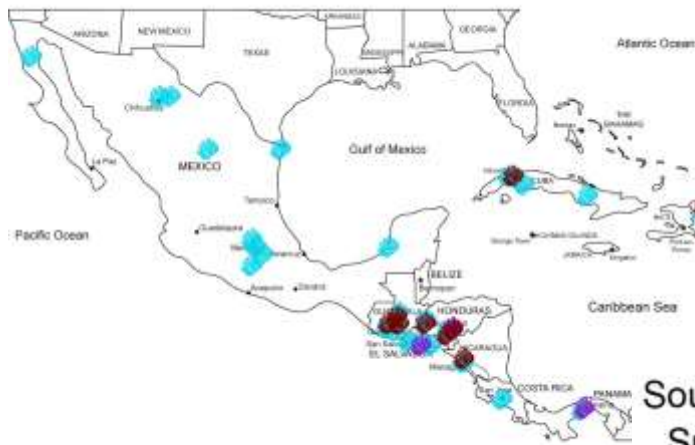
Lesson	Location	Date	Eng	Span	# of women	# of cong
Single and Lovin It/Content & Complete	WINGS	Feb-17	X		50	10
Equipando a las mujeres	IBIT-online	Feb-17		X	50	10
Llamadas a escuchar	Northwest-Denver	Mar-17		X	12	1
WLW kick-off	Northwest-Denver	Mar-17	X		23	1
Ret's Retreat-Overcomers	Marble Falls, TX	Mar-17	X	X	30	8
Delight!	Hardin Valley-Knoxville, TN	Mar-17	X		70	1
Ezra, Nehemiah, Esther	Pepperdine	May-17		X	35	4
Mujeres-encuentro con Jesus	Baxter-Tegucigalpa	May-17		X	40	12+
La salud espiritual de la mujer	Baxter-Tegucigalpa	May-17		X	7	7
Deleitete	Honduras Hope	May-17		X	50	5
Women's Spiritual Health	West Broward-Miami, FL	Jun-17	100	130	230	11
Called to Listen	Holly Hill-Ormond Beach	Jun-17	X		38	1
Llamadas a escuchar	Holly Hill-Ormond Beach	Jun-17		X	12	2
Mujeres-encuentro con Jesus	Santiago-Chile (Providencia)	Jun-17		X	14	4
Noche de Marta	Santiago-Chile (Providencia)	Jun-17		X	20	3
Deleitete (regional)	Santiago-Chile (Providencia)	Jun-17		X	50	8
Mujeres-encuentro con Jesus	Santiago-Rancagua	Jun-17		X	8	1
Gál. 2:20, La salud espiritual	Santiago-Chile (Nogales)	Jun-17		X	25	2
Colosenses	Santiago-Chile (Nogales)	Jun-17		X	12	1
Deleitete	Lima-Peru	Jul-17		X	80	9
Mujeres-encuentro con Jesus	Lima-Peru	Jul-17		X	18	1
Llamadas a escuchar	Lima-Peru	Jul-17		X	8	1
Yo Soy	Springdale, AR	Jul-17		X	120	12+
Who has Last Word intro	Southside-Rogers, AR	Jul-17	X		8	1
Lo que ahora vivo en la carne	Cuba-youth	Aug-17		X	220	16
Mi relacion personal con Dios	Cuba	Aug-17		X	"	"
La salud espiritual de la mujer	Cuba	Aug-17		X	110	6
Deleitete	Cuba	Aug-17		X	140	6
Making Room for My Betrayers	Downtown-Searcy	Sep-17	X		16	1
Called to Listen	Destination Retreat	Sep-17	X		50	21
What do I do with my human nature?	Harding Lectureship	Sep-17	X		131	100
Trabajando con mujeres	Zona 8-Cd de Guatemala	Oct-17		X	8	1
Depresión y desánimo en la Biblia	Zona 8-Cd de Guatemala	Oct-17		X	8	1
Enamorandose de Jesus	Conexiones	Oct-17		X	70	50
A life of thanks	SBRCC-Baton Rouge	Nov-17	X		50	1
TOTALS					1813	320+

More than 1,800 women in attendance!



Where IRSM has a presence across the Americas Over 3,000 women reached in 2017!





Central America Centroamérica







South America Sudamérica



Key

-  2018 Conference
-  Past Conferences
-  English study
-  Spanish study

Leyenda

-  Conferencia en 2018
-  Conferencias pasadas
-  Estudio en inglés
-  Estudio en español

Future Plans

Speaking Engagements 2018

February 24-25 – Bilingual Ladies Day and Sunday morning Bible class, **Antioch Church of Christ**, Tennessee

March 28—April 7 – National Women’s Conference and other classes in **Quito and Ibarra, Ecuador Cuba** (currently suspended for political reasons; prayers that God will open the door at the right time for a return visit)

May 1-4 – class and booth at **Pepperdine Bible Lectures**, Malibu, CA

May 23-29 – Ladies’ Day, other classes and Missionary Care visit with former missionary coworkers from Caracas, Venezuela in **Bucaramanga, Colombia** (Luis & Fabiola Gomez family)

May 29—June 5 – Ladies’ Day and other classes in **Bogotá, Colombia**

June 16 – Ladies’ Day (Spanish) **Saturn Road Church of Christ**, Dallas, TX

July 18-20 – **National Hispanic Youth Conference**, Rogers, AR

August 16-23 – **Panama** (currently unconfirmed National Women’s Conference and other classes in Panama City, Panama)

August 23-29 – National Women’s Conference and other classes in **San Salvador, El Salvador**

October 13 – Ladies’ Day **Bellevue Church of Christ**, Omaha, NE

October 22-29 – Speaker for **Single Women Missionaries Renewal Retreat**, Athens, Greece

Table/Booth Promoting IRSM

February 9-10 – **WINGS**, Harding University, Searcy, AR

April 13-14 – **Women Walking with God Conference**, Wichita, KS

May 1-4 – **Pepperdine Bible Lectures**, Malibu, CA

June 28—July 1 – **Equip Conference**, Orlando, FL

Sept. 30—Oct. 3 – **Harding Lectureships**, Searcy, AR



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



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 3,000 women equipped in 2017 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.



The challenge:

\$6,000 in monthly and one-time contributions to meet our 2017 budget goals

\$3,000 to expand our online women's ministry resources, including video and audio lessons

\$2,000 to increase hours and contract additional assistants in current and growing ministry areas

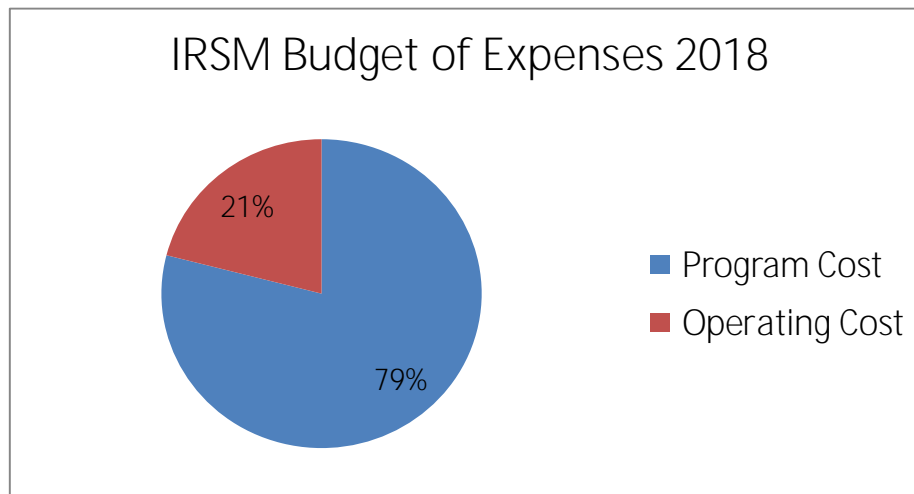
\$3,000 for single women missionaries renewal retreat in Athens, Greece (Oct. 2018)

Thank you!

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

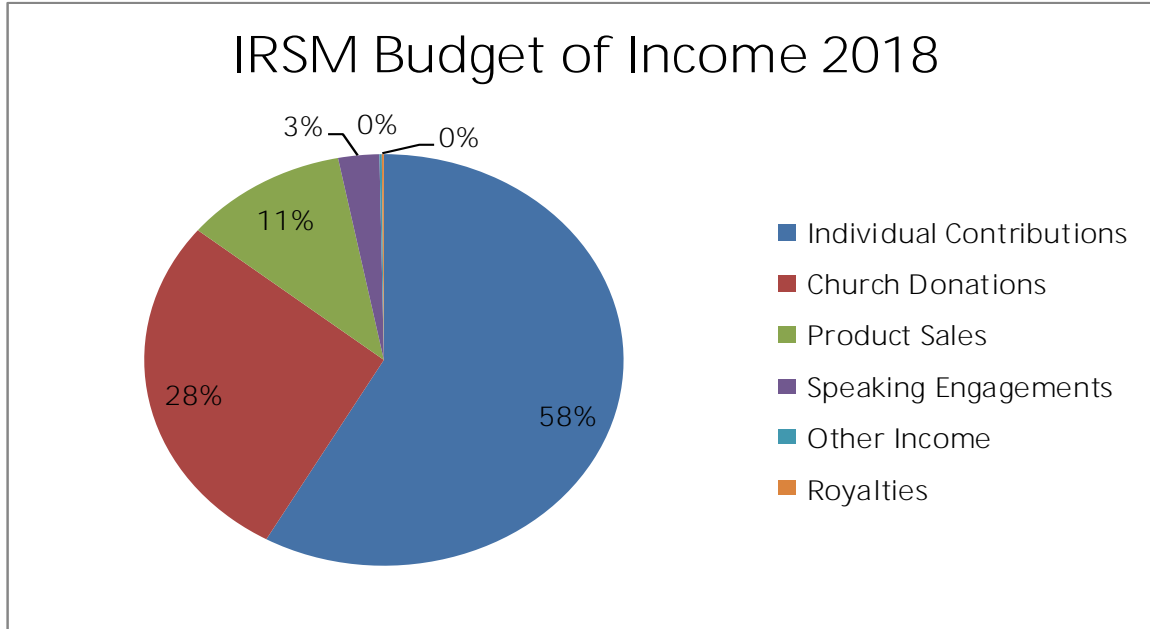
Please spread the word to other churches and families as well.

Financial Report (cont. on next 2 pages)



Details on page ___

Financial Report (cont.)



	<u>Jan - Dec 17 Actual</u>	<u>2017 Budget</u>	<u>2018 Budget</u>
Ordinary Income/Expense			
Income			
Church Donations	20,935.01	12,000.00	20,000.00
Individual Contributions	39,686.66	45,000.00	42,000.00
Other Income			
IRSM-hosted Event	4,567.00	5,000.00	0.00
Other Income - Other	156.24	0.00	115.00
Total Other Income	<u>4,723.24</u>	<u>5,000.00</u>	<u>115.00</u>
Product Sales	8,787.86	8,000.00	8,000.00
Royalties	435.81	50.00	100.00
Speaking Engagements	2,456.16	3,000.00	2,000.00
Total Income	<u>77,024.74</u>	<u>73,050.00</u>	<u>72,215.00</u>
Cost of Goods Sold			
Donation of Books	207.88	200.00	220.00
Freight and Shipping Charges	2,225.81	1,500.00	2,200.00
Purchases			
Books	2,334.49	2,000.00	2,500.00
Promotional	1,210.52	1,000.00	300.00
Total Purchases	<u>3,545.01</u>	<u>3,000.00</u>	<u>2,800.00</u>
Total COGS	<u>5,978.70</u>	<u>4,700.00</u>	<u>5,220.00</u>
Gross Profit	71,046.04	68,350.00	66,995.00

Financial Report (cont.)

Expense	Jan-Dec 17	2017 Budget	2018 Budget	% Program Cost		% Operating Cost	
				2018 Budget Percentages			
Contract Services							
Accounting Fees	350.00	50.00	350.00	0%	0.00	100%	350.00
Outside Contract Services	1,100.00	500.00	1,500.00	100%	1,500.00	0%	0.00
Contract Services - Other	<u>34,000.00</u>	<u>30,000.00</u>	<u>30,000.00</u>	85%	25,500.00	15%	4,500.00
Total Contract Services	35,450.00	30,550.00	31,850.00				
Health Ins	3,545.13	3,552.60	3,483.12	85%	2,960.65	15%	522.47
Operating Costs							
Bank Service Charges	763.60	780.00	780.00	0%	0.00	100%	780.00
Dues & Fees	64.00	100.00	80.00	0%	0.00	100%	80.00
Marketing	2,189.85	2,500.00	1,500.00	80%	1,200.00	20%	300.00
Merchant Fees	389.72	500.00	500.00	0%	0.00	100%	500.00
Miscellaneous	500.00	0.00	0.00	60%	0.00	40%	0.00
Office Supplies	1,021.80	2,100.00	1,000.00	20%	200.00	80%	800.00
Postage	1,960.00	2,500.00	2,500.00	60%	1,500.00	40%	1,000.00
Printing	3,625.59	3,500.00	3,600.00	60%	2,160.00	40%	1,440.00
Sales Tax	191.00	250.00	250.00	0%	0.00	100%	250.00
Telephone	389.80	450.00	120.00	80%	96.00	20%	24.00
Website/Computer	<u>2,496.65</u>	<u>2,600.00</u>	<u>2,500.00</u>	70%	1,750.00	30%	750.00
Total Operating Costs	13,592.01	15,280.00	12,830.00				
Payroll Expenses	5,169.14	6,000.00	6,000.00	60%	3,600.00	40%	2,400.00
Program Costs							
Events	169.16	200.00	200.00	100%	200.00	0%	0.00
Intern	452.48	1,200.00	1,200.00	100%	1,200.00	0%	0.00
IRSM-hosted Event	3,001.23	5,000.00	0.00	100%	0.00	0%	0.00
Local Ministry		100.00	100.00	100%	100.00	0%	0.00
Promotional	283.40	1,000.00	500.00	100%	500.00	0%	0.00
Publishing	<u>50.00</u>	<u>750.00</u>	<u>100.00</u>	100%	100.00	0%	0.00
Total Program Costs	3,956.27	8,250.00	2,100.00				
Reconciliation Discrepancies	8.66	0.00					
Travel - Intl	9,271.31	3,600.00	5,000.00	100%	5,000.00	0%	0.00
Travel - US							
Promotional	475.81	1,200.00	300.00	100%	300.00	0%	0.00
Speaking Engag-	2,086.35	1,600.00	2,400.00	100%	2,400.00	0%	0.00
Travel - US - Other	<u>1,144.56</u>	<u>0.00</u>	<u>500.00</u>	100%	500.00	0%	0.00
Total Travel - US	3,706.72	2,800.00	3,200.00				
Total Expense	74,699.24	70,032.60	64,463.12	79%	50,766.65	21%	13,696.47

We love and thank our 2017 donors!

Donors \$5,000+

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

Donors \$2,000+

Brown, George & Barbara
Edwards, Paxton & Kim
Goff, David & Jocelynn
Mitchen, Richard & Melanie
Northwest Church of Christ,
Denver, CO

Donors \$1000+

Ashton, Tim & Julie
Cedeno, Julio & Sarah
Fischer, Donald & Joy
Gilliam, Dottie
Heitzenrater, Bob & Kathy
Holly Hill Church of Christ,
Daytona Beach, FL
Overland Park Church of Christ
(intern), Overland Park, KS
Tipton, Ken & Connie

Donors \$501-999

Albers, Randal & Christine
Davis, Caylene
Finch, David & Vicky
Roby, Marilyn
Snow, Delores

Donors \$200-500

Busselle, Carol
Mitchen, Joe & Jane
South Baton Rouge Church
of Christ, Baton Rouge, LA
Sumner, Ryan & Carla
Wyatt, John

Donors \$100-199

Callahan, James & Connie
Casleton, Kent & Linda
Cedeno, Gustavo & Liana
Collins, Carl & Melinda
Conley, Bill & Ava
Duve, Tom & Jill
England, Don & Lynn
Gibson, Ken & Terry
Goff, Bob & Donna
Guillory, James & Denise
Harnden, Diadra
Hinton, Everett
Hubright, Jeff & Sherry
in memory of Shirley Taylor
King, Connie
Kornrumpf, David & Carroll
Miranda, Vincent & Virginia
Neill, Kelly & Wendy
Schell, Joe & Gail
Tudor, Joe & Debbie
Villarreal, Bill & Patricia

Donors up to \$100

Allen, Gary & Kathy
Brinkley, Sheryl
Cline, Rex & Carol
Contreras, Elizabeth
Dean, John & Leslie
Garcia Sogamozo, Nilaurys
Gastineau, Zane & Carole
Guiliani, Dara
Haney, Burton & Shannon
Henderson, Carrie
Heyen, Robert & Molly
Hogue, Steve & Gabriela
in honor of Barbara Brown
in honor of George & Barbara Brown
in honor of Lou Ann Phillips
in memory of Art Parsons
in memory of Bob Gilliam
in memory of Maxine Wishart
Kenney, Leesha
Kosko, Carolaine
Lazo, June
Lindsay, Donald & Linda
Mills, Robert & Shelby
Perry, Susan
Potchad, Camille
Reyna, Alejandra
Richardson, Bill & Holly
Saunders, Nick & Lora Lynn
Shaner, Steve & Donna
Toland, J. Raye & Ruth Ann
Vaughn, Gary David & Caroline
West, Ann
White, Leora
Whorlow, Charles & Glatha
Wilson, Ed & Beth
Wilson, Jamie
Witcher, Brian & Lisa

THANK YOU!

Event-based contributions

Hardin Valley Church of Christ
Holly Hill Church of Christ
Inland Valley Church of Christ
Robinson Ave. Church of Christ
South Baton Rouge Church of Christ
West Broward Church of Christ

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.

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**



- **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.

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

- **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