

Dear *Hour of Power* friend,

**OCTOBER 15, 2019**

It's incredible to know that we have been broadcasting this program for almost 50 years! This wouldn't be possible without donors like yourself, who generously give to keep us on air in Canada. Your donations allow us to continue to spread the Gospel to everyone that needs to hear God's message of love, hope and healing. Since the retirement of Dr Schuller, our ministry has had to re-invent itself with many financial challenges along the way. When Pastor Bobby joined us in 2012, our ministry started to slowly regain our viewership and instill trust with our current giving donors. We are still far from being in an upward trajectory, but we are filled with hope that our efforts will one day create the stability we all seek.

On this note, I am presenting you with our 2018 Annual Financial Report. Last year, our income fell short by 7% of our expenses. As faithful stewards of your gifts, we look at every possible way to minimize our expenditures. Our operations are very lean with only 13% allotted to office administration, while the majority (84%) goes to the airtime, production, ministry marketing and distribution of the program. This simply means that the majority of your gifts go towards our mission of spreading the Gospel of Jesus Christ.

As far as income goes, we experienced a 14% decline in 2018 (\$899,317) vs 2017 (\$1,048,234). This downward trend that we've had for a few years now is a clear indication that our giving donors are in steady decline. We've launched many initiatives to combat this trend. Results are not instant, as the ladder of trust with our new viewers takes time to establish. Viewership on Vision TV is high, but this unfortunately doesn't always translate directly into donations. Our ministry has been kept afloat by small and large Estates that are left to us by our dearly departed friends. While we are thankful for this, we need to be able to rely on our general donations to cover our expenses. Currently, we are still \$65k behind in our projected goal for 2019. If, by year end, we haven't closed this gap, then it is most likely that we have to cancel our Sunday evening half-hour program "Bobby Schuller". This would be disheartening, as this program reaches a different audience than our Sunday morning broadcast. It is my prayer that we will not have to go this route, and that our financial situation will improve by year end. I am still hopeful that with God's grace and guidance, He will see us through this tough financial situation. Rest assured that every single person that is involved in the running of this ministry is committed to resolving and rising above this financial challenge to come out stronger and more resolute than ever in our commitment to bring the word of God to the world. And let us not forget Dr. Robert H. Schuller's most famous words... "tough times never last, but tough people do"!

On a final note, the Canadian ministry operates independently from all the other ministries around the world. Therefore, we rely on you, fellow Canadians, to continue this good work that was started almost 50 years ago. We are hopeful that you will continue your invaluable support of the ministry and help the *Hour of Power* reach every home in Canada with the good news of Jesus Christ! We look forward to many more years of service as we continue to help uplift lives through the word of God.

If you have any questions please don't hesitate to call our office. We look forward to hearing from you.

God loves you and so do we,



Rina Torres  
Managing Director  
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P.S. We are thankful to our faithful friends that have helped us in critical times through their bequests to the ministry; we thank God for His timing of those gifts. If you would like to receive our Estate Planning brochure, please give our office a call.

# FINANCIAL REPORT

