

HEART OF A MAN

2024 ANNUAL REPORT



" **BUILDING MEN INTO CHARACTER-DRIVEN**, **COMMITTED DISCIPLES OF JESUS, EQUIPPED TO** FORGE HEALTHY, LIFE-**GIVING RELATIONSHIPS AT** HOME, AT WORK, AND IN THEIR COMMUNITIES.

MISSION STATEMENT

HEART OF A MAN.

2024 was an exceptional year! Heart of a Man saw record levels of new men participating in our various programs. The growth at Heart of a Man was fully organic this year with all new participants coming from men who have been involved in HOAM inviting friends, neighbors, family, and co-workers! It's that strong sense of community that drove a 35% increase in membership in our Bible Studies. The Lord led us into a fresh commitment to prayer as a core tenant of who we are, opening up new opportunities for spiritual growth and deeper connections for the men. Through the videos and lessons we have created, men's small groups both in churches and on college campuses have begun springing up around the country. Our diligence in website design and SEO have brought HOAM to the top of searches for men looking for support both in the US and globally.

450 unique men completed 3 Bible study

seasons, where we finished the last 20 chapters of our Genesis study and completed a study of all six chapters of 1 Timothy in the Fall. Our annual Fall Bonfire became our largest event to date with over 400 fathers and their children filling the event. We served hundreds of meals through incredibly delicious burger, taco, and donut trucks while enjoying watching the SEC Championship on a fullsized LED Jumbotron! Over the summer months, we hosted six Deep Water Bible Study events to help men stay in community during our "off season", where we saw an average of about 50-70 men. The feedback was tremendous, where men shared their gratefulness to have a summer community; a time that tends to be marked by loneliness and disconnection

HOAM Work took a remarkable turn this year, where we completed a full **eight-month home renovation** for a handicapped young lady in the CPC community. Her home was engrossed in black mold, causing serious health risks and issues. HOAM partnered closely with CPC to rally men to do the work and to execute the project. With the strategic help of Medicaid and one of their construction partners, we were able to build ADAcompliant bathrooms, ramps, and electronic doors: all built and designed specifically for Ruth Anne's needs! Her quality of life and health have been dramatically improved as a result. HOAM Work has proven valuable in helping our widows experience the love of God, teaching our men to serve and care for widows and orphans, and helping men build meaningful relationships with through service.

The mission of Heart of a Man is only accomplished through the selfless giving of our seven-man Board of Directors, our Executive team, 37 active volunteer leaders, hundreds of members and our generous donors. Our Board grew this year through the additions of Mike Strohl, Senior Vice President at Citizens Energy, and Dr. Todd Wilson, our Theologian in Residence and executive coach. We're continually blown away at the many hundreds of hours invested by this impressive leadership team in the men at HOAM through coffees, lunches, calls, hosted events, and texts. The work of helping men grow spiritually and relationally takes year of difficult labor. This means our men must be willing to make longterm commitments that take grit and a deep love for Jesus.

Thank you for your support, prayers and love! We look forward to many more years together, accomplishing the work the Lord has set for us!

William J. Moore Co-Founder & Chairman of the Board



FY2024 ANNUAL REPORT

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品 FATHERS ARE KEY

Heart of a Man is fueled by a shadow mission that guides and shapes everything we do: We are working to rebuild the American family one man at a time.

We will care for the man who has lived as an orphan his whole life, and hinder the creation of new orphans in this world by raising up men to take on the role of fatherhood with excellence, commitment, and tenacity.

OUR MISSION.

Heart of a Man's vision has remained steadfast since Day 1: We will build healthy men, equipped to lead vibrant, thriving families through their passion to follow Jesus.

We accomplish this through a number of strategic initiatives designed and developed to address the complexities and pain points in a man's life.

MEN'S BIBLE STUDY

Men grow deeply in their knowledge of the scriptures and form lasting bonds with others in small groups.

1-1

CONNECTIONS

Engaging with others over food

and fun to share personal

experiences, wins and losses, and

walk through the challenges of

life together.

IDENTITY GROUPS

Smaller groups designed to help men heal from deep-seated brokenness, childhood trauma, or ongoing hurt via a relational process.

HOAM CONFERENCE

A key strategic step for our future is to bring men together in a large setting to celebrate growth, foster city-wide unity, and invite new men into HOAM.

FUN OUTREACH **EVENTS**

Men build lasting friendships through doing things that are adventurous, exciting, relaxing, physically demanding, competitive and filled with food!

SPEAKERS & WORKSHOPS

Creating content and bringing in experts to talk with men and their families, equipping them with critical life skills and tools to thrive in their various roles as men

LEADERSHIP TRAINING

HOAM leaders go through appropriate vetting followed by consistent leadership training. This ensures our leaders are equipped to proficiently support the men in their groups.



In collaboration with the local church, we mobilize men to serve widows and vulnerable individuals by fixing and repairing that which is broken in their homes



IMPACT SINCE 2019:

1,300 116 UNIQUE MEN CONNECTED

TO COMMUNITY VIA CLASSES AND EVENTS **BIBLE STUDY NIGHTS** HOSTED AT COLLEGE PARK CHURCH

8

TRAINED GROUPS LEADERS DEPLOYED INTO LOCAL CHURCHES



WIDOWS IN OUR LOCAL COMMUNITY





213TOTAL NEW CPC

MEMBERS THROUGH THE INFLUENCE OF HOAM.



MARRIED COUPLES HAVE JOINED COLLGE PARK CHURCH WITH HOAM'S INFLUENCE



STORIES OF US

Our personal life experiences – our joys and celebrations, as well as our pain and our brokenness – have always been a key driver behind our mission of **re-building the American family one man at a time**.

The following stories are those of just a few of the men who have watched Jesus work in their story and allowed HOAM to play a part in it. From the brokenness of incarceration to the battle of breaking the bonds of depression, their examples of Christ-centered transformation are the reason we exist.



TAYLOR'S STORY

As one of the Co-Founders of Heart of a Man, it would make sense for anyone reading to believe that, as a leader, I must have "already figured it out" and am "**doing** the helping, not the one being helped", yet that assumption would be horribly mistaken. 2024 was a year that will forever stand for me as a marker of the Lord's constant pursuit over a lifetime of following Him, and how He forever wants to shake us, break us, refine us, draw near to us, and help us continually grow to look more like him through all things.

The last 15 years of my life could be summarized in one word: **anxiety**. By the Lord's grace, this never culminated in medicinal remediation of any kind, yet my sleep started becoming a problem for me in 2010. Without any clear indicator of what changed, it was around that time that I started sleepwalking, sleep talking, hallucinating, and suffering through frequent night terrors. This persisted without much change until 2016 where I started making changes to my diet and allergy/asthma medications to try to eliminate these horrible experiences. I found a little success, but I ultimately didn't see much change at all until 2021 where my marriage to my wife Shelby seemed to reduce the intensity of them, mainly through here waking up and thus waking **me** up before they escalated.

In 2024, this hit a milestone. The content and length of my dreams were getting so severe that they were affecting my ability to function. I tearfully shared this during a Heart of a Man board meeting in June where they all prayed powerfully over my soul. Through the urging of one of our board members, he pointed me to a specialist who had helped him and his family in profound ways. What came of it... I did not expect.

A local medical specialist, Dr. Shawn Benzinger, walked me through a 2-hour initial meeting where he prayerfully (and through loving persistence and questioning) brought me to a place of seeing something clearly that I had never seen before: **My heart and my mind had been living in a constant battle with my soul due to decades of false beliefs.** I didn't just believe that I was unlovable, that I was seen as lesser by others in comparison to my brother and my Dad, that I hated who God made me to be... I had internalized these "false truths" and made them a fundamental lens through which I perceived all reality. I had data to prove it! I had experiences with people, friends, and family that validated it. I had rejections from past women that reinforced it. I wasn't worthy and I knew it... but none of this came from the Lord.

Despite this reality that I had created, the Lord used the work of Dr. Benzinger and the following 4 days of deep, massively painful, broken revisiting of my past where I saw everything on display and realized that the world I had created was a fraud. I hadn't just heard Satan's voice, I memorized it. I recited it daily! Yet the Lord chose to meet me in 2024, redeem me from the prison I had crafted that led to strained relationships, unyielding physical stomach pain from anxiety, and a sense of worthlessness that was inescapable. He revealed to me what was true through His people, His promises in His scriptures and through intense prayer. It's ONLY by His grace and mercy that He pulled me from the pit. I do not live with constant anxiety anymore; the perpetual pain has subsided. Sleep is still a wrestle, yet we know that rest exists in Christ alone. He did a work, and continues to do a work in my heart; Psalm 139 has become a balm to my soul. I thank the Lord constantly for the transformation He is bringing. He is faithful and he will not forsake his children whom He loves!

Taylor Moore President | Heart of a Man



JOHN'S STORY

The direction was clear: God had called our family to make a physical move with our three (3) teenage children for the sole purpose of drawing near to Him. With our trust and confidence in His loving hands, we arrived knowing almost nobody and desiring community. Thankfully, God did not wait long to begin providing!

Within a week, I was led to sign up for a Bible study called "Heart of a Man". With no expectations, I pulled into the parking lot that first evening to an amazing sight. **There were 200+ men of all ages coming together** to seek and be refreshed by the goodness of God in His Word – what a gift!



From that first night, I was warmly welcomed into a community that desired to walk alongside each other in the difficulties and celebrations of this life, looking to the Lord for true direction and peace through it all. For the last two years, it has been a joy to regularly gather with men who have become some of my closest friends to humbly ask God to teach and refine us.

From the beginning, I was hopeful HOAM would provide an opportunity for personal growth and deep connection. What I wasn't expecting was how God would use it to reach my family. Through the relationships built, my sons have been able to see what healthy, God-honoring friendships look like, and my wife and daughter have been incredibly encouraged by the number of men seeking to tune out the distracting cultural noise and tune into the God who made them and loves them.

Heart of a Man was an answered prayer for my family and me, providing genuine, encouraging relationships built on the immutable truth of the love and hope found in Jesus. May God continue to fill the parking lot and use HOAM to restore men and their families through the power of His Word.

John P.

RUTH ANNE'S STORY

James 1 tells us that **pure religion in the eyes of the Lord is to care for widows and orphans in their affliction**. In 2024, the Lord gave us at Heart of a Man and College Park Church an incredible opportunity to live that out.



Ruth Anne is a member of our church family; she has lived her entire life with dwarfism and a failed spinal fusion, largely confining her to a life in a motorized chair. Through an initiative at Heart of a Man where we mobilize men to serve the widows and widow-like in our community, College Park recruited us to perform smaller fixes around her house, but immediately were met with the reality of the conditions in which she was living. Plumbing issues led to the walls deteriorating and developing

hole in them, they were filled with black mold, and her cat starting climbing in those very walls... all of these leading to very scary and dangerous sanitary issues and living conditions. After seeing the challenges she was facing in maintaining her home, we couldn't turn a blind eye to her. **We felt the Lord DEEPLY call us to do more for her:** to go above and beyond. The Lord gave us and the community at College Park the ability to serve her and so we got to work. What started as a medium-sized project focusing on mold remediation and modest home remodeling quickly evolved into a joint venture with College Park to tear the house down to its bones and build back for Ruth Anne a home designed specifically for her, making it fully accessible, while also bringing warmth, love, and dignity to her living space.



The project led to months of planning, working with the state to acquire funding offered to help remodel homes for individuals with stories similar to Ruth Anne's, and development of a new floor plan to re-arrange the rooms of her home. The outpouring of love for Ruth Anne from her small group was astounding. When it came time to move her into a temporary home while the remodel took place, the women who knew and loved Ruth Anne rallied around her, and for days, they boxed up, sorted, labelled, cleaned, overhauled, and prepared her house for the renovation. We've rarely seen such a magnificent outpouring of service and care from a community!

RUTH ANNE'S STORY

Over the coming months, HOAM men, contractors, technicians, and church leaders flooded Ruth Anne's home, taking it down to the studs, rebuilding rooms and hallways in the new layout, remediating the mold, widen doorways, adding wheelchair ramps, all for the purpose of creating a home where Ruth Anne could thrive. The end result was better than we



always does for his beloved children. We cannot thank CPC and Ruth Anne's small group enough for their vital roles in this story. We continue to meet with, encourage, and help Ruth Anne as our sister in Christ and we thank the Lord for giving us a role in His kingdom work!

- HOAM Work Team



could even fathom when the project began. What was initially a life-threatening living condition transformed into a sanctuary, a place where Ruth Anne could welcome family and friends, and a home that met all of her physical needs. The celebration when we finally revealed the home to Ruth Anne brought us to tears, seeing the tremendous affection of the women in her small group for her. The Lord brought together the resources of the church, the hearts of these wonderful women, and the leadership of the men in HOAM to breathe dignity and life into Ruth Anne's story, uniting us all around a purpose that we knew the Lord was calling us to. Through it, we saw the Lord open doors, work miracles, bring the right people, and prove to us that when we offer to be His hands and feet, He **will** provide as a good father



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HEART OF A MAN IS THE REAL DEAL! NOT ONLY DOES THIS MINISTRY CARE FOR THE SPIRITUAL AND RELATIONAL NEEDS OF MEN, BUT IT'S EVEN DEPLOYING THEM TO SERVE IN OUR CHURCH. HOAM IS MOVING THE NEEDLE IN HOLISTIC DISCIPLESHIP OF MEN. WE ARE DEEPLY THANKFUL FOR THIS VIBRANT MINISTRY AND PARTNERSHIP!

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552 UNIQUE MEN PARTICIPATING

ACROSS ALL SEASONS AND CLASSES OF BIBLE STUDY IN 2024

1 WIDOW'S HOUSE OVERHAULED

IN PARTNERSHIP WITH COLLEGE PARK CHURCH, ENABLING 15+ MEN IN HOAMWORK SERVICE

4 NEW BIBLE STUDY GROUPS

LEADING MEN INTO FAITH AND COMMUNITY ACROSS INDIANA AND ILLINOIS

6 DEEP WATERS WORKSHOPS

TEACHING 70+ MEN EACH SESSION A PROCESS TO STUDY THE BIBLE

100+ 1-ON-1 MEETINGS

HELPING MEN PROCESS AND NAVIGATE LIFE EFFECTIVELY

25 VIDEOS & PODCASTS

AMASSING THOUSANDS OF DOWNLOADS / LISTENS!

1 MASSIVE BONFIRE

WITH OVER 400 MEN AND CHILDREN FROM THE COMMUNITY ATTENDING

2 PICKLEBALL OUTREACH EVENTS

WITH OVER 80 MEN ATTENDING EACH EVENT, PLAYING SPORTS AND EATING FOOD!



HOAM'S CORE VALUES

JESUS HONESTY VULNERABILITY TENACITY COURAGE COMMUNITY COMPASSION

MARK

LAT.

GIA

TRUE

HEART OF A MAN

FINANCIALS

How are we using the resources entrusted to us?

HEART OF A MAN FINANCIAL SNAPSHOT

INCOME

Income	
Donations	
4000 - Contributions Income	\$235,395.12
4001 - DAF Income	\$313,600.00
Total Donations	\$548,995.12
Sales Revenue	
4300 - Sales Revenue	\$4,539.47
Total Sales Revenue	\$4,539.47
Fotal Income	\$553,534.59

INCOME AND EXPENSE FOOTNOTES

DAF INCOME

A startup grant from a Donor Advised Fund used as the sole income source for payroll, payroll taxes, and health insurance.

PROFESSIONAL SERVICES

Todd Wilson was hired as our Theologian in Residence, working part time with HOAM to teach, counsel, and provide theological oversight for accuracy in all intellectual property. Also includes all legal expenses.

SALES REVENUE

Revenue generated from the sale of HOAM merchandise including clothing and mugs, as well as Deep Waters Project Journals. This year, we began selling on Amazon as a funding mechanism.

EVENTS SUPPLIES & MATERIALS

This includes expenses for all classes, workshops, our outreach events, groups, and large events, in particular, our annual bonfire, which includes complimentary food for attendees.

SALARIES

Current Heart of a Man paid staff, which includes salaries for our President and our Director of Operations.

ADVERTISING EXPENSE

Heart of a Man has hired an Amazon Consulting Firm to help us successfully launch the Deep Waters Project Journal into the marketplace and manage our advertising campaigns, setting us on a glidepath to profitable distribution where all revenue will fuel our work in the lives of men. Heart of a Man is proud to share the results of this year's financial strategy. Through the strong support of our donors, HOAM was able to serve the largest number of men to date in a single year (552) and saw a major influx of both young couples and single men into the membership process of our host church, College Park. **Contributions from our donors will carry us into our 2025 projections**. As HOAM seeks to execute our FY2025 vision with excellence, it's only through the generous contributions of both time and money from our leaders and members, as well as local businesses and individuals, that we're able to host our events that are equipping men with the tools and skills to lead effectively and grow in faith.

HEART OF A MAN FINANCIAL SNAPSHOT

EXPENSES

5	Ex	p	e	n	S	e

Administrative Expenses	
5000 - Salaries	\$141,711.39
5001 - Payroll Taxes	\$41,293.55
5002 - Government Taxes and Fees	\$0.61
5010 - Office Rent Expense	\$32,980.54
5101 - Professional Services Fees	\$68,173.70
5102 - Insurance Expense	\$1,581.00
5103 - Health Insurance Expense	\$79,413.48
5105 - Transaction Fees	\$1,951.03
5310 - Computer Hardware	\$4,814.99
5311 - Subscriptions & Software Fees	\$12,982.97
5317 - Educational Materials and Expenses	\$929.51
5319 - Storage Expense	\$1,381.52
5501 - Meals & Entertainment	\$4,511.68
Total Administrative Expenses	\$391,725.97
Business Expenses	
5321 - Travel Expense	\$5,809.30
5400 - Benevolence	\$8,721.00
5800 - COGS Expense	\$23,522.36
Total Business Expenses	\$38,052.66
Marketing Expenses	
5314 - Marketing Equipment	\$11,930.33
5315 - Marketing Material	\$2,162.44
5316 - Advertising	\$36,196.46
Total Marketing Expenses	\$50,289.23
Operations Expenses	
5104 - Office Cleaning Expense	\$1,350.00
5201 - Utilities Expense	\$2,013.48
5500 - Leader Apparel	\$12,267.73
5601 - Leadership Training	\$120.00
5700 - Event Supplies & Materials	\$36,994.16
5701 - HOAM Work Supplies	\$21,642.34
Total Operations Expenses	\$74,387.71
Other Expenses	
5100 - Bank Fees	\$7.50
5200 - Building Expense	\$348.00
5300 - Office Supplies	\$7,559.85
Total Other Expenses	\$7,915.35
Total Expense	\$562,370.92
NET INCOME (LOSS)	(\$8,836.33)

WHAT'S NEXT

WHAT ARE SOME OF HOAM'S STRATEGIC INITIATIVES AND PLANS FOR THE 2025 CALENDAR YEAR?

CHURCH LAUNCH PACKAGE

Through prayer and Board discernment, we are confident that the Lord is beginning to create pathways through relationships and open doors for HOAM to reach new groups of men at churches beyond College Park Church. We are focused this year on standardizing an onboarding process that will allow any church around the nation to join the Heart of a Man ecosystem and receive access to all of our materials, structures, funding, and leadership training. Building a comprehensive on-boarding package requires robust documentation, leadership manuals, videos, web pages, strategic relationships with vendors, new members of our team to support relationships with churches and their teams, and a simplistic pathway for men to bring HOAM to their churches. This package is set to be delivered by early Fall.

STRATEGIC GROWTH

To facilitate the continued reach of HOAM Men's Bible Communities into new churches, we must expand our team. This will allow for management's time and activities to be devoted to new startups, while utilizing a dedicated administrative assistant to provide structure, order, and processes to the growing complexities of HOAM.

In parallel, we are beginning the development process for a new Heart of a Man Headquarters facility, where our executive and administrative activities will be centralized, alongside video production, creation of a men's counseling organization, a connected coffee shop, a teaching space designed for recording weekly lessons and large-scale teaching, and small group rooms to be used for all group meetings at night and counseling during the day.

NEW CHURCH PARTNERSHIPS

In line with the vision the Lord has set before us, He is aligning the pieces for HOAM to launch in New Palestine Bible Church, as well as a prospective church in New Lenox, IL over the coming year! We are incredibly excited to see the Lord expanding the mission into two new communities. These partnerships will prove out the replicability of HOAM in other churches and will set the stage for all SOP's that we develop for future church launches.

CONFERENCE DEVELOPMENT

We have begun the process of designing Heart of a Man's first conference, slated to launch in 2026. The experience of a conference is pivotal in giving men time and space to be still before the Lord, worship, celebrate what He is doing in our lives, pray, and hear subject matter experts speak on topics that are vital in the lives of men. This will serve as a complement to consistent, day-in-day-out study of the Scriptures in a man's life.

INVESTMENT IN CONTENT CREATION

As we begin developing the tools to equip churches and their leaders to launch HOAM Men's Communities, video, audio, and written content play a major role. We've already begun creating our "HOAM Leader" video series, designed to onboard and educate HOAM Bible Study leaders on the expectations and standards against which we operate. This series also provides practical guidance on subjects that transfer into a man's work, his marriage, and parenthood. We still have plans to launch a podcast with extensive video content, focusing on equipping men with tools to navigate life's complexities, with an unknown launch date.

THANKYOU FY24 SUPPORTERS

YOUR SUPPORT MEANS THE WORLD TO US.

We are blessed and honored to partner with you!

2024 FINANCIAL PARTNERS:

12 Anonymous Donors Kris & Lydia Abdnour Doug & Kelly Abels Graham Allgood Stephen Andrasik Ethan Bennett David Blythe Ben Boggs Ron Bohl Graham Bowen Randy Bowers Jeremiah Bussell Dario Caravette Steve Carter Burke Chegar John Chianis Jerry Childs Nicholas Cinatl Andre Cooley Zac Darnell Peter Daum Kyle DeFur John Della Villa

Paul Dengler Mitch DePoy Grant East Kevin Fraser Ryan Fraser Dick Gilbert Brad Gilchrist Greg Gilmore Bruce Goens George Gordon Andrew Graham Dan Graham Dina Graham Anna Hansen Jon Heiniger Jeff Hoots Christel Horney-Ellis Nicole Howard Sean Jabbari Joseph Jackson Matthew Jones Greg Kamp David Kane

Danny Land Kevin Lee Angela Lehman Fred Lytle Paul Makinson Connor Maris Rob Marshall Eric McIntire Joseph McLaughlin Margaret Meyer Ron Miller Ronald Miller Bill Moore Taylor Moore Douglas Morse Gabe Nix Adam Peck Steve Pittman Scott Pothoven Mike Pratt John Puntillo Dick Rea Aaron Reber

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