



HEART OF A  
**MAN**

---

2023 ANNUAL REPORT



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

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**MISSION STATEMENT**

# HEART OF A MAN.

**2023 was an incredible year.** Heart of a Man saw hundreds of new men come to our various programs. We witnessed men place growth in faith and community as a priority in their personal journey, some for the first time ever! We witnessed baptisms and saw our local church membership increase.

Our partnership with College Park Church, our host church, continues strong as the bedrock upon which Heart of a Man sits. We've worked incredibly hard in tandem to shape and develop a model that fully engages the local church and works together to effectively reach the community.

In 2023, we finished the first half of our **Genesis** study, where over 450 unique men participated in 3 seasons of Bible study. We hosted our largest annual **bonfire** and slingshot event to date with more fathers bringing their children than ever before. We hosted our first men's and women's **Deep Waters** event where around 120 CPC members gathered to learn how to study Scripture. We had 2 summer **Man Night** events with over 80 men at each event, playing kickball and eating tacos from a food truck.

We hosted a strategic leadership summit with the coordination and support of CHORUS Inc., where 50 executives and church leaders from around the country converged in downtown Indy to help us formulate our future direction. As a result, we solidified 5 key areas in which our efforts will focus moving forward:

1. Growing HOAM at College Park Church.
2. Becoming a "Leadership Factory" for men.
3. Fostering relationships with new churches.
4. Building essential infrastructure.
5. Developing and leveraging HOAM Intellectual Property (bible studies, books, videos, and podcasts).

## **Heart of a Man has gained clarity around our purpose via the Parable of the Sower (Luke 8):**

For the seeds of the gospel to grow in a man's heart, the soil must be prepared. Where weeds, and boulders prevent the seeds from sinking deeply into a man's soul, we are the farmers called to till the heart's soil to receive the seed of the Gospel. With healing, community, prayer, and Christ, a man's soul can be restored and the message of hope found in Jesus can be fully embraced.

Our mission continues to expand through our **HOAM Work** initiative, where we mobilize men in the community to serve widows and vulnerable women, entrenching ourselves deeply into the needs of the people of College Park. Our service partnership with the benevolence of the church has become a centerfold of what HOAM offers.

The work of Heart of a Man is being accomplished through the selfless giving of the Board, Executive team, 36 active volunteer leaders and hundreds of members. All of these men have been led by the Holy Spirit to take part in the transformative work of investing in the lives of others. We are immensely grateful to be working together with a Kingdom purpose.

Thank you for your support 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 & CEO



## FY2023 ANNUAL REPORT

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# 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.

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## MEN'S BIBLE STUDY

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

## HEART GROUPS

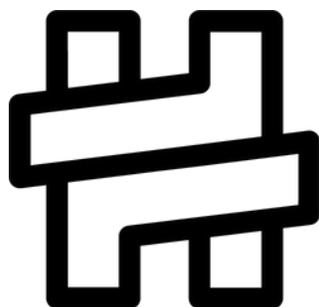
Smaller groups designed to help men heal from deep-seated brokenness, childhood trauma, or ongoing hurt.

## LARGE GROUP SUMMITS

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.

## 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.



## FUN EVENTS

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

## LIFE SKILLS 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.

## HOAM WORK

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**

UNIQUE MEN CONNECTED TO COMMUNITY VIA CLASSES AND EVENTS

**86**

BIBLE STUDY NIGHTS HOSTED AT COLLEGE PARK CHURCH

**72**

TRAINED GROUPS LEADERS DEPLOYED INTO LOCAL CHURCHES

**460**

MAN HOURS SERVING WIDOWS IN OUR LOCAL COMMUNITY

**28**

WIDOWS & OTHERS SERVED VIA HOAM WORK PROJECTS

**4,176**

MAN HOURS OF LEADERSHIP TRAINING ON SATURDAYS

**165**

TOTAL NEW CPC MEMBERS THROUGH THE INFLUENCE OF HOAM.

**68**

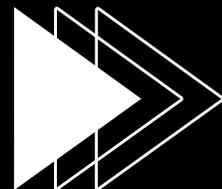
MARRIED COUPLES HAVE JOINED COLLEGE PARK CHURCH WITH HOAM'S INFLUENCE



# 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.



# TONY'S STORY

My name is Tony Florence. I had suffered from alcoholism for ten years and was incarcerated most of my adult life. I was lost in the streets, selling dope, not really caring about my life or others. Until one day while I was incarcerated, I decided to give my life to Jesus.

My life was absolutely horrible until my pastor sent me to Indianapolis. He didn't like the fact that I was homeless. God has blessed me with a place to live and a car since moving here. I've worked steadily, but most of all have had great mentors showing me how to live a better life.

While being here, I was able to join Heart of a Man. While being in HOAM, I've met some really awesome guys; guys that have walked with me every step of the way during very hard times of my life. These men have showed me what it means to serve Jesus by serving others. They allowed me to see that not everyone in this life are horrible people, that everyone isn't out to get you. My faith has grown stronger while learning more about God, and seeing other men live for the Lord.

Without HOAM, I'm not sure where I'd be spiritually or mentally. It has helped me grow so much, and come to an understanding of the way I'm supposed to live my life for God. I'm currently working on my service to God and allowing his Spirit to move me, trying to spread the Gospel when I see people who are lost, especially the youth.

I'm looking forward to the years to come, building relationships, and sharing the good news about Jesus. I'm hoping God allows me to get into ministries, and expand my knowledge of him. I want to one day open a non-profit to help those suffering from drug addiction and homelessness. God has impacted my life so much, it's only right for me to go out and help someone else.

I'm excited that God has brought men in my life who deeply love Him, that truly go out and help others even when they make mistakes, and not criticize them, or make them feel bad, but showing them with their actions how to live. I'm grateful I'm still clean five years later, allowing me to show others the same love.



**Tony F.**



# JEFF'S STORY

I came to HOAM as a very broken man, and at the front end of what turned out to be a four-and-a-half-month-long separation with my wife. I had never heard of Heart of a Man and was invited in passing by my brother-in-law to come to “a Tuesday night Bible study.” I knew nothing of the program, had no expectations, but something inside of me was telling me that I needed to go. I am confident that “something” was the Holy Spirit showing me a path to a better life.

After the first 20 minutes of our small group meeting, I knew I was in the right place and that God had led me to this program to help heal my soul and restore my marriage. When giving my story to the group, the men were so supportive of me and much to my dismay, immediately said a prayer for me and my situation. I was floored. Total strangers who I had known for a matter of minutes were already asking God to heal my marriage. This wasn't the norm in my life, but it felt like that sort of support was completely normal for the Heart of a Man program.

After the first session ended, I received a text message from our group leader as well as the President/Co-Founder of the organization! They reached out and wanted to know how they could help me and wanted to make sure that I had their phone numbers in case I needed to get ahold of them. It's something I will never forget.

Heart of a Man is truly a special program and it is something that I look forward to every week. I learned a lot of hard lessons during the multi-week program, and I would walk out of the church every week filled with encouragement and hope that God was working to transform my heart, my life, and my marriage. I am happy to say that **the separation with my wife is now over and I am back home**. Though I still struggle at times, I know that God is with me and the men of HOAM have my back. The lessons that I continue to learn are life changing, and God is truly working through Bill, Taylor, and Kyle Moore to rebuild the American family one man at a time.

**Jeff A.**

# ANDY'S STORY

*Hebrews 2:1 - "We must pay much closer attention to what we have heard, lest we drift away from it."*

I was onboard that boat to start 2023 - Harrassed by doubts, wholly shrinking back from being known as a Christian, little caring and even unknowing of sin - with pangs of depression I couldn't accurately trace. Listless.

I was desperately low, away from other believers for five years after moving to Indy. I threw myself on God with the only strength I had. Slowly, the people of my new church, along with Heart of a Man and other studies, helped me pay closer attention to the truths I'd left neglected. Here are two lessons from just one single week at Heart of a Man that changed my understanding of God's design and, with dozens of other truths, helped anchor me back into him.

**Anger or Love** | Cain and Abel bring gifts to God in Genesis 4. Abel's gift is looked on with favor and Cain's isn't: *Genesis 4:5b-7*. Cain was very angry, and his face was downcast. Then the Lord said to Cain, "Why are you angry? Why is your face downcast? If you do what is right, will you not be accepted?" Instead of listening to God, going inward, and identifying the source of anger - instead of humbling himself and learning from Abel, Cain turns outward and kills his brother.

And why did he murder him? *1 John 3:11b-13*: Because his own deeds were evil and his brother's righteous. Abel was the fourth recorded human and first martyr. Anger is a consuming fire and John tells us what to do: *1 John 3:11a-12* - we should love one another. We should not be like Cain, who was of the evil one and murdered his brother.

**Kill or Be Killed** | Satan finesses us. His name means "Adversary." He tricks, misquotes, contradicts, omits, adds, twists, and corrupts. On our own, we don't stand a chance. There's no hope. And yet God tells Cain: *Genesis 4:7* - "if you do not do what is right, sin is crouching at your door; it desires to have you, but you must rule over it." God doesn't disclose here \*how\* to rule over sin. Only that it must be done or Cain is toast. We all know the experience of being stalked by sin and having our own desire pulled into its traps. Cain felt it and put his brother to death. God turns the tables: *Romans 8:13* - if you live according to the flesh you will die, but if by the Spirit you put to death the deeds of the body, you will live. He calls us to wage a different kind of war than Cain - killing sin, not people. The campaign is sanctioned, supplied, and carried out by God himself through the Holy Spirit - "the battle is not yours but God's" (2 Chr 20:15). He does it!

**Rescue** | I cried out to God at the beginning of 2023 when my boat was unmoored and as with Noah in the ark, "God made a wind blow" (*Gen 8:1*). "He sent out his word and healed [me]" (*Ps 107:20*). Doubts stopped paralyzing me. Awareness of sin went up, sin itself went down. Depression vanished. I now write and speak of The Way, God, and the name of Jesus publicly. Desire for and wonder of God multiplied, my prayers and happiness in him, too. I am more content - at peace - than I've ever been. I was rescued by God with help. The leaders at HOAM are fishers of men, catching the wild, lost, lonely, well-meaning, and even the faithful. May we be wholly gathered by God. May we keep gathering together. May we gather those still far from him. And may he make all of us like himself in every way.

**Andy M.**

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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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**MARK VROEGOP**

LEAD PASTOR / COLLEGE PARK CHURCH



# **MORE 2023 STATS:**

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## **3 BIBLE STUDY SEASONS**

WITH OVER 450 UNIQUE MEN PARTICIPATING

## **6 HEART GROUPS**

WITH OVER 40 MEN PARTICIPATING

## **100+ 1-ON-1 MEETINGS**

HELPING MEN PROCESS AND NAVIGATE LIFE EFFECTIVELY

## **1 DEEP WATERS WORKSHOP**

TEACHING 120+ MEN AND WOMEN A PROCESS TO STUDY THE BIBLE

## **2-DAY STRATEGIC SUMMIT**

WITH 50 CHRISTIAN LEADERS WHO SHAPED HOAM'S FUTURE STRATEGY

## **23 VIDEOS & PODCASTS**

AMASSING THOUSANDS OF DOWNLOADS / LISTENS!

## **1 MASSIVE BONFIRE**

WITH OVER 300 MEN AND CHILDREN FROM THE COMMUNITY ATTENDING

## **2 SUMMER MAN NIGHT EVENTS**

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

# FINANCIALS

How are we using the resources entrusted to us?

HEART OF A MAN FINANCIAL SNAPSHOT

## INCOME

### Income

#### Donations

4000 - Contributions Income \$177,178.06

4001 - DAF Income \$275,000.00

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**Total Donations \$452,178.06**

#### Sales Revenue

4300 - Sales Revenue \$1,789.07

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**Total Sales Revenue \$1,789.07**

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**Total Income \$453,967.13**

### 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.

#### SALES REVENUE

Revenue generated from the sale of HOAM merchandise including clothing and mugs, as well as Deep Waters Project Journals.

#### SALARIES

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

#### PROFESSIONAL SERVICES

CHORUS Inc. was hired as Strategic Consultants to help HOAM develop our long-term strategy for reaching men locally and nationally. The majority of this work was completed in 2023.

#### EVENTS SUPPLIES & MATERIALS

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

#### BUILDING EXPENSE

Heart of a Man secured a headquarters office (HQ) location in 2022, which is being used for executive offices, heart groups, other small groups, 1-1 and group mentorship, leadership meetings, podcast recording, and serving as a host location for all internal and external meetings.

**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 (450) 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 2024 projections.** As HOAM seeks to execute our FY2024 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

**Expenses**

<b>Administrative Expenses</b>	
5000 - Salaries	\$127,716.28
5001 - Payroll Taxes	\$35,911.72
5002 - Government Taxes and Fees	\$22.00
5010 - Rent	\$34,649.82
5101 - Professional Services Fees	\$41,701.23
5102 - Insurance Expense	\$1,521.00
5103 - Health Insurance Expense	\$83,465.44
5311 - Subscriptions & Software Fees	\$7,549.54
5317 - Educational Materials and Expenses	\$785.91
5318 - Publishing Expenses	\$1,056.70
5319 - Storage Expense	\$539.99
5400 - Benevolence	\$2,500.00
5501 - Meals & Entertainment	\$3,764.77
<b>Total Administrative Expenses</b>	<b>\$341,184.40</b>
<b>Business Expenses</b>	
5320 - External Program Expenses	\$3,088.00
5800 - COGS Expense	\$5,791.48
<b>Total Business Expenses</b>	<b>\$8,879.48</b>
<b>Marketing Expenses</b>	
5313 - Website Hosting Fees	\$584.20
5314 - Marketing Equipment	\$9,290.84
5315 - Marketing Material	\$1,984.02
5316 - Advertising	\$61.42
<b>Total Marketing Expenses</b>	<b>\$11,920.48</b>
<b>Operations Expenses</b>	
5104 - Office Cleaning Expense	\$1,350.00
5201 - Utilities Expense	\$2,013.48
5500 - Leader Apparel	\$7,136.90
5601 - Leadership Training	\$97.87
5700 - Event Supplies & Materials	\$30,060.73
5701 - HOAM Work Supplies	\$1,340.80
<b>Total Operations Expenses</b>	<b>\$41,999.78</b>
<b>Other Expenses</b>	
5100 - Bank Fees	\$133.00
5200 - Building Expense	\$11,448.81
5300 - Office Supplies	\$5,188.23
<b>Total Other Expenses</b>	<b>\$16,770.04</b>
<b>Total Expense</b>	<b>\$420,754.18</b>
<b>NET INCOME (LOSS)</b>	<b>\$33,212.95</b>

# WHAT'S NEXT

WHAT ARE SOME OF HOAM'S STRATEGIC INITIATIVES AND PLANS FOR THE 2024 CALENDAR YEAR?

## STRATEGY IMPLEMENTATION

As a result of our 2023 Summer Strategic Summit, CHORUS provided a framework to narrow our focus around 5 strategic arenas:

1. Growing HOAM at College Park Church.
2. Becoming a "Leadership Factory" for men.
3. Fostering relationships with new churches.
4. Building essential infrastructure.
5. Developing and leveraging HOAM Intellectual Property.

That has led to a coming expansion of our Board and the formation of an Advisory Board, as well as the addition of a theologian in resident onto our staff. Relational depth will continue as our primary objective over breadth. The parable of the sower has become the banner under which all of our activities sit, tilling the soiling of a man's heart to prepare it to receive the gospel. We will continue to use outside consultants to help develop our leaders and help direct the family working relationships on our staff.

## HEART GROUP EXPANSION

College Park has given HOAM access to the Ministry Center on Thursday nights, where we will launch a new, unified Heart Group structure where groups will meet together in one location, allowing us to more effectively offer this to additional men. Through partnerships with counseling experts as well as a program known as "Unchained Leader", we are expanding our ability to help men process deeper issues involving trauma, brokenness, family wounds, and relational hurt. We are utilizing existing resources to accelerate the healing process, while creating new content to meet the growing needs of the men in our community.

## HOAM WORK

HOAM is expanding our partnership with the local church to mobilize men to serve widows and vulnerable women by fixing and repairing that which is broken in their homes. We are building collaborative relationships with State-funded social services like CICOA and Medicaid, as well as other non-profits to provide additional care and bolster our ability to serve vulnerable people in our church.

## NEW CHURCH PARTNERSHIPS

New churches are continually reaching out to HOAM for guidance and support in building thriving men's communities. We are providing access to our digital and written content, as well as evaluating opportunities to launch new HOAM classes or conduct leadership training as a support service for existing ministries.

## INVESTMENT IN CONTENT CREATION

We're working to reach men across the nation with bible studies, videos, podcasts, and books as resources to help them navigate marriage, walk through dating with character and integrity, raise children with the utmost dedication, thrive as husbands, and live as disciples of Jesus in a world that desperately needs men to lead. We are beginning the process of producing a full podcast show with plans to launch this summer, where thought leaders will join us to wrestle with some of the hardest issues facing men in America right now. We also hope to beginning the ideation process around writing our first book with a focus on men and work.

# THANK YOU

## FY23 SUPPORTERS

YOUR SUPPORT MEANS  
THE WORLD TO US.

We are blessed and honored  
to partner with you!

## 2023 FINANCIAL PARTNERS:

12 Anonymous Donors  
Kris & Lydia Abdnour  
Doug Abels  
Corwin Anthony  
Kameron Baker  
Clay Barnes  
Ethan Bennett  
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## CORPORATE SPONSORS:



## 2023 FINAL CLASS



