

A person with dark hair, seen from the back, wearing a brown hooded jacket. They are looking out over a city skyline, with the Freedom Tower visible on the left. The sky is overcast.

MISSION

TO A

MILLION

GROUNDWIRE

Imagine...

*"I don't want to die...
I just don't want to
continue living like this."*

*"Does Jesus really
love me? Because,
sometimes it doesn't
feel like He does."*

*"How is it possible that I am 27 years old
and no one has ever told me God loves me?"*

Generations Crying out for Help

The younger generations (Millennials and Generation Z) are aimless, distracted, and confused. They are broken and lost. Jesus would classify them as "Harassed and helpless, like sheep without a shepherd." (Matthew 9:35-38) Their crisis is real, and it can be the doorway through which they will consider all that Jesus offers.

- 71% are "absolutely certain" or "fairly certain" that God exists
- 68% believe in Heaven
- 65% rarely or ever attend church
- 39% have no religious affiliation
- The suicide rate increased 30% between 2000 and 2016
- 65% would claim to be a Christian
- Less than 1 in 5 can tell you how to become one

Jesus is the Solution:

Millennials are asking the question "Where can I find hope?" "Please tell me life will get better" and "What is my purpose?" Jesus needs to be at the center of those conversations. He can provide hope, perspective, purpose and value. And, only He can offer forgiveness and eternal life. Young people are drowning (and dying) in this culture that strips them of joy, peace, and direction, but if approached in the right way, with the right message, they are discovering that Jesus can answer all of life's meaningful questions.

Groundwire

Delivering salvation to crisis generations.

We exist to lead every youth and young adult into a personal relationship with Jesus by leveraging current media channels to connect with them wherever they are.



MISSION TO A **MILLION**

A Generation within our Grasp

By saturating the digital media landscape with the message that Jesus Cares, we are seeing hearts open to the offers of Jesus and lives transformed. Between 2016 and 2019, we saw 162,861 professions of faith. Therefore, we are on a mission to see 1 Million people in the US place their trust in Jesus by the end of 2022.

Three Year Conversion Plan

Total Remaining Need to reach a million is \$15.3 between 2021-2022 (\$13M left to raise)



279,298 COMMITMENTS



In 2020, we saw 116,437 people saved and raised \$2.4M.

In 2021, the goal is 250,000 saved at a cost of \$4.5M.

In 2022, the goal is 475,000 saved at a cost of \$8.5M.

\$18 Investment =

1 life

\$50K Investment =

2,777 lives

\$75K Investment =

4,166 lives

\$100K Investment =

5,555 lives

\$250K Investment =

13,888 lives

\$500K Investment =

27,777 lives

\$1M Investment =

55,555 lives

Investing in Lives Transformed

Will you commit to transforming lives at one of these investment levels?

How Can I Help

PRAY - Receive weekly prayer updates by signing up at www.groundwire.net/prayer

COACH - Join our team of online volunteers at www.groundwire.net/coaching

CHAMPION - Join other champions to share at www.groundwire.net/champion

INVEST - Invest to see young people come to faith www.groundwire.net/donate

Strategic philanthropy opportunities available such as stock giving and leveraging your assets through a donor-advised fund.

A Relevant Approach /

By understanding the emotional and spiritual condition of the younger generations, Groundwire is changing the way that the younger generations view God using a very specific and effective 5-step funnel, serving both English and Spanish speakers.

INTERRUPT ● ● ● ●

Groundwire does not offer an invitation that can be ignored; instead, we interrupt them on the Smart Phones that they never put down.

COMMUNICATE ● ● ●

Through videos, our website, and 24-hour coaching, we communicate the Gospel in a relevant and authentic way.

COMMIT ● ● ● ●

In addition to listening, loving, and encouraging each one who visits one of our sites in English or Spanish, our goal is to lead each person towards a commitment to Christ.

EDUCATE ● ● ● ●

We offer tools to help New Believers grow vertically towards Christ and horizontally towards local community.

CONNECT ● ● ● ●

Finally, we work to bridge New Believers to a local community of believers where they can continue on their journey.

The Road to One Million: Our 2021 Goals



IMPRESSIONS

450 million digital impressions (# of times an ad is seen by a user) in English and Spanish



WEBSITE VISITS

4,000,000 web visits to JesusCares.com, AJesusLeImporta.com, and WhenLifeHurts.com



CONVERSATIONS ABOUT JESUS

450,000 people seek answers from a trained online missionary



PROFESSIONS OF FAITH

250,000 of these people will decide to follow Jesus



Together, in 2020 we saw...

Commercials Viewed



216,432,661 in 2020
102,686,793 in 2019

Web Visits



1,503,128 in 2020
1,052,969 in 2019

Commitments to Christ



Initiating Conversations



218,247 in 2020
120,054 in 2019

Staying Connected



13% of those who confessed faith provided us with their cell phone number, inviting us to influence their journey and help them grow with God. We can't get them to open emails but they will open texts.

Cost per Commitment



250,000 new believers by the end of 2021 is within our grasp!



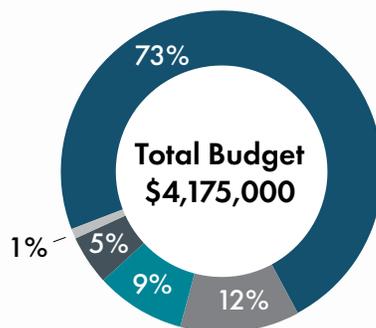
A Gospel Revolution

Continue our growth pattern, 85% year over year, to see 1 Million people in the US place their trust in Jesus.



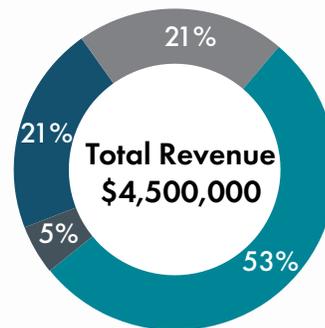
FINANCIAL SNAPSHOT*

*Groundwire's numbers were audited and verified by Calvin Edwards and Company in June of 2018. Contact Groundwire's office if you would like an electronic version of the external audit provided to you.



2021 Projected Budget:

- Media Spend - \$3,060,000
- Infrastructure - \$510,000
- Online Coaching - \$360,000
- Development - \$210,000
- Special Projects - \$35,000



2020 Projected Revenue:

- Foundations - \$900,000
- Businesses - \$900,000
- Individuals - \$2,475,000
- Churches - \$225,000

Board of Directors:

Sherri Hutcheon, Chairman of the Board
Paul Hineman, Treasurer
Sean Dunn, Founder/President
Gabrielle Bosche
Michael Cox
Darmon Dotson
Jorge Ramos
Todd Schimmelpfennig
Brian Shepler
James Taylor
Regan VanSteenis
Randy Walton

To stay on track towards our MISSION TO A MILLION goal, our remaining need to reach 250,000 youth in 2021 is **\$4.5M**.

"Groundwire's approach to digital evangelism is having a powerful impact on our younger generations. Their message is timeless and biblically based, and their strategy is relevant, timely, and proven. God is clearly raising them up for such a time as this."

-Kevin Palau, President Luis Palau Association

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GROUNDWIRE

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