



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
\$15,350,000 in the next 3 years.*



In 2020, the goal is
175,000 saved at a
cost of \$3.2M.

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



In 2022, the goal is
425,000 saved at a
cost of \$7.65M.

\$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 2020 Goals



IMPRESSIONS

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



WEBSITE VISITS

2,200,000 web visitors to JesusCares.com, AJesusLeImporta.com, and WhenLifeHurts.com



CONVERSATIONS ABOUT JESUS

250,000 people seek answers from a trained online missionary



PROFESSIONS OF FAITH

175,000 of these people will decide to follow Jesus



Together, in 2019 we saw...

Commercials Viewed



102,686,793 in 2019



32,149,852 in 2018

Web Visits

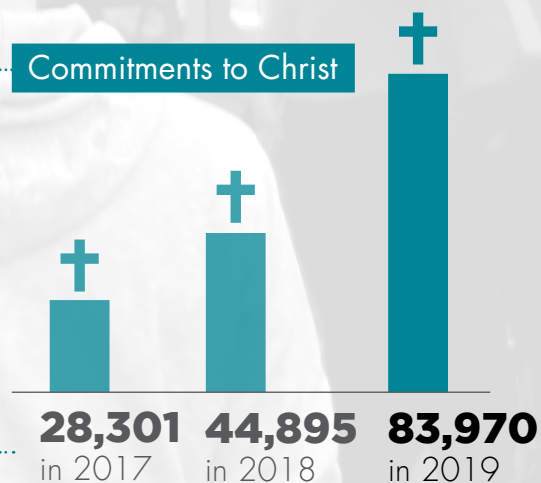


1,052,969 in 2019



639,729 in 2018

Commitments to Christ



Initiating Conversations



120,054 in 2019



95,985 in 2018

Staying Connected

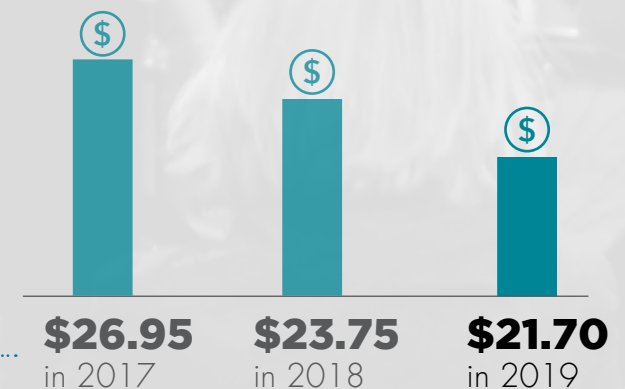


24.2% of those who confessed their faith provided us with contact info in 2019



11% of new believers went through the 7 discipleship steps

Cost per Commitment



One million new believers by the end of 2022 is within our grasp!



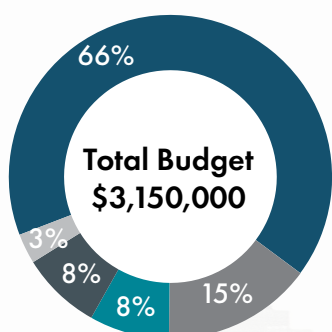
A Gospel Revolution

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



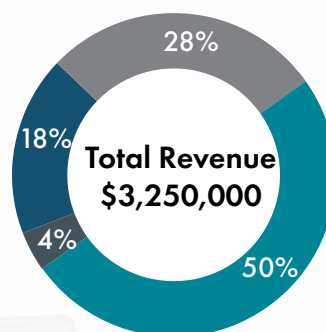
FINANCIAL SNAPSHOT*

*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.



2020 Projected Budget:

- Media Spend - \$2,090,000
- Infrastructure - \$466,000
- Online Coaching - \$262,000
- Development - \$242,000
- Special Projects - \$90,000



2020 Projected Revenue:

- Foundations - \$600,000
- Businesses - \$900,000
- Individuals - \$1,625,000
- Churches - \$125,000

Board of Directors:

Sherri Hutcheon, *Chairman of the Board*
Paul Hineman, *Treasurer*
Sean Dunn, *Founder/President*
James Taylor
Randy Walton
Ragan Vansteen
Gabrielle Bosche
Jorge Ramos
Michael Cox

2020-2022: Total remaining need
to reach a million youth is **\$15,350,000**

"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

Contact Info:

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