



MINISTRY IMPACT REPORT 2022-23

GUIDING MEN TO A NEW,
BRIGHTER DAY IN CHRIST



MAN IN THE MIRROR

FROM THE PRESIDENT

For Man in the Mirror, this has been an exciting time of building and growth. As the Church as a whole has been facing a rapidly changing social and spiritual landscape, we have been working to meet men where they are in meaningful ways with the unchanging, life-changing love of Jesus Christ.

We continue to engage men with the approaches, resources, and relationships that we've honed over decades, but we are also piloting new ones as God leads, such as:

- Working diligently to support and **strengthen churches in the U.S.** through our team of Area Directors, while also aligning with our brothers who are **discipling men around the world.**
- Creating opportunities and providing resources for men to **grow spiritually alongside their peers**, while also developing a model for **intergenerational, one-on-one discipleship.**
- Remaining faithful to **37 years of mission**, while also focusing our vision and **refreshing our language** to better communicate the deeply relational nature of discipleship that brings lasting change.

We work with joy because we have no doubt that a new and brighter day is on the horizon for men.

Alongside churches, partners, and allies, we work with joy because we have no doubt that a new and brighter day is on the horizon for men, families, and communities. We have seen firsthand what happens when the light of the gospel permeates every corner of men's lives!

Thank you for furthering the mission through your prayers, participation, and financial support. I hope you will be encouraged to see how God is moving as you read this report. Together, let's look forward with great hope and expectation!

With you in the Great Adventure,



Brett Clemmer

President & CEO



OUR VISION

To see every man reflect honestly,
pursue God wholeheartedly,
and live vibrantly.

OUR MISSION

Man in the Mirror equips Christian men around the world
to engage in meaningful relationships that change lives
and build the kingdom of God.

STRENGTHENING CHURCHES IN THE U.S.



Training in Chicago, IL



Training in Flower Mound, TX

And he gave the apostles, the prophets, the evangelists, the shepherds and teachers, to equip the saints for the work of ministry, for building up the body of Christ.
—Ephesians 4:11-12

More than 50 Man in the Mirror Area Directors are actively serving local churches around the country to help them fulfill their calling.

With a highly relational, “long-term, low-pressure” approach, they come alongside men’s leaders and pastors to learn more about their vision for discipling men. Then—through training, coaching, and resources—they help them build a strategy for making that vision a reality, using the customizable *Men’s Discipleship Action Plan*.

The principles of our “No Man Left Behind” training remain central to these efforts. More than 600 leaders completed the formal training in 2022 alone, joining the ranks of thousands of other alumni across the U.S. who are passionate about seeing men’s lives changed by the gospel.

Area Directors are not only committed to the growth of churches, leaders, and men but they are committed to their own growth. In the spring, they gathered for a week of professional development and spiritual refreshment during what has come to be called “Reunion Week.” Each year, they leave with best practices, new



Area Directors pray at Reunion Week 2022

skills, ministry goals, deepened friendships, and a renewed sense of purpose—all for the sake of building the kingdom and strengthening His Church!

God is using Area Directors to change lives, but there is more work to be done, as thousands of communities are still without an Area Director to support churches and men.

In light of this need, in 2022 after a two-year COVID-related hiatus, recruiting efforts were resumed in earnest. We continue to prayerfully refine this process so that we can identify, equip, and send the men whose hearts are being stirred by God to step into this role—**until every community has an Area Director.**

THE ANNUAL IMPACT OF 50 MAN IN THE MIRROR AREA DIRECTORS



38,100

men are engaged in discipleship in churches supported by an Area Director.



10,200

of them are participating in spiritual growth opportunities for the first time.



99%

of church leaders say their Area Director has helped advance men’s discipleship.

Based on a May 2023 survey of church leaders working with an Area Director over the last 12 months

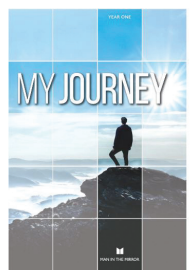
DISCIPLING MEN AROUND THE WORLD

Man in the Mirror is blessed to serve men across the globe through resources like our free Bible study videos, articles, Spanish training materials, and translated books—and this year, our first global summit!

One long-term relationship in particular has produced much fruit in the lives of men and their families. Several years ago, Robert Lim met with a group of men to study *The Man in the Mirror* book in Malaysia. The friendships and transformation that resulted confirmed the calling he'd been sensing, and he told them, "Let's each start our own group; let's start a ministry and discipleship movement with this book." **Man in the Mirror Asia** was launched, and the impact has been great with groups meeting in multiple cities and countries!



In 2022, Robert's team spearheaded the development of a **three-year discipleship curriculum, *My Journey***, adapted from nine books by Patrick Morley, and exclusively available to men who commit to a Man in the Mirror group. Robert shared:



"No matter where men are on their spiritual pilgrimage, *My Journey* will help them connect with a group of brothers, build meaningful relationships, and navigate their lives together. Men can move beyond survival mode to growing in spiritual maturity and Christlikeness."

In continued partnership with Man in the Mirror Asia, we took another leap forward in July 2023 with **our first international men's discipleship conference, *Transformed***. Hungry for the gospel, 250 men from nine countries gathered in Kuala Lumpur.

The main sessions were presented by Patrick Morley, Brett Clemmer, and Robert Lim on the three areas of our vision statement: Reflecting Honestly, Pursuing God Wholeheartedly, and Living Vibrantly. The Lord's hand was evident throughout the weekend as brothers from around the world engaged in powerful times of worship, spirited discussions in small groups, and warm fellowship.

The release of *Year One of My Journey* was announced at the conference and is being used in groups throughout Southeast Asia. The team is currently developing *Year Two*. We are grateful for the faithfulness of God and our brothers in Asia!



Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.
—Matthew 28:19-20

FOSTERING PEER-TO-PEER SPIRITUAL GROWTH



Men's leaders from Delaware Valley Christian Church with the GO training and study

And let us consider how to stir up one another to love and good works, not neglecting to meet together, as is the habit of some, but encouraging one another, and all the more as you see the Day drawing near.

— Hebrews 10:24-25

at all—a 500% increase since 1990. We're working to combat this male friendship recession through:

Bible Studies: In 2022, we released a new 18-week series called *Passing the Torch*, exploring the model for relational discipleship given to us by Paul and Timothy and calling men to action. These messages are offered for free in our online video library alongside hundreds of others that are biblically rooted, grace based, application oriented, and created for men to use with others.



Journals: In early 2023, we released the first of a series of journals called *Ritual* to help men establish a sacred rhythm of not only self-reflection, but intentional engagement with other men through meaningful conversations, the building blocks of close friendships. These journals also open a door for Christian men to share how their faith has impacted them—in a way that feels natural, practical, and accessible to someone outside the church.

Man in the Mirror creates resources designed to help men build intentional, spiritual friendships that can encourage and sharpen them.

Today, fewer than 50% of men say they are truly satisfied with their friendships, and 15% said they have no close friends



Books: We continue to see God move through Christian literature to change men's hearts, minds, and lives. An expanded edition of *The Four Voices: Taking Control of the Conversation in Your Head* by Patrick Morley was released

in 2022. Guided by questions for reflection and discussion with other brothers in Christ, men are sharing how the Holy Spirit is using the book to help them combat anxiety, destructive thought patterns, and the influences that distort and distract them from truth.

Events: With the support of local Area Directors, churches use men's events like *Rock Solid Men* and *Success That Matters* to not only create momentum but to sustain real, long-term change. More than 120,000 men have been through a Man in the Mirror event with a third responding to a clear presentation of the gospel and two-thirds committing to a six-week follow-up group, where they can begin to grow in their faith and friendships.



REVIVING INTERGENERATIONAL DISCIPLESHIP

Millions of men in their 20s and 30s are trying to navigate how to build a life. Like Timothy needed Paul, they need someone more experienced to not just hand them a map, but to go with them as their guide.

To help meet this need, in the fall of 2022 a pilot was launched for an initiative called *Ten Thousand Spiritual Fathers* with orientations in seven cities. The goals were to gauge interest, inspire, and prepare mature Christian men to serve and disciple younger adult men with the loving heart of a father. Hundreds came, eager to participate in spending the second half of their lives investing in men in the first half of theirs!

As one participant wrote on his evaluation, “There were many ‘If not me, then who?’ moments,” giving us tremendous hope for the future—one where men, both young and old, come together in deep, meaningful relationships and grow into the men God made them to be.

Based on the feedback and experiences gleaned during the pilot, we refined plans and developed resources for the **national rollout in the fall of 2023!** In more than 20 cities, churches will be conducting a half-day



orientation facilitated by their local Area Director using video teaching from Brett Clemmer and Jeremy Schurke.

Before they leave, participants join a small group of spiritual fathers for support and receive the first six months of materials: *The Spiritual Father Guidebook* to study with their group and *KNOWN*, a journal set to use at the beginning of their relationship with a spiritual son.

God willing, the Spiritual Fathering movement is just beginning! **We're excited to connect the disconnected; to see God make all things new; and show men that not only is there Truth, but there's a Way and a Life for them in Christ.**

One generation shall commend your works to another, and shall declare your mighty acts.
— Psalm 145:4



STORIES OF HOPE

From a Patchwork Approach to a Plan with a Purpose

Pastor Tim and the team at LifeChurch in Birmingham always had the desire to help men grow in their faith, but they had no real model to follow. Then their local Man in the Mirror Area Director, Jonathan, contacted them. They wanted a starting point, and he took them through “No Man Left Behind” training.

Next, they formed the core of a new leadership team and made the decision with Jonathan’s guidance to utilize the Man in the Mirror resource *GO: Jumpstart Your Ministry to Men*. Pastor Tim shared, “The process of GO gave confidence to our guys, and through it all, we grew together. We followed the provided plan for inviting men to a kick-off breakfast, and men showed up! There was a lot of excitement generated from just seeing men gather—especially coming out of COVID.”



Before men left the breakfast, they were invited to participate in the GO small-group study. Two-thirds of them accepted the challenge, including one man named Byron.* Byron had never come to anything

outside of the occasional weekend worship service, despite attempts from Pastor Tim to help him get more engaged. Today, months later, he is connected to other men and regularly interacts with the curriculum and discussions. “For the first time in 10 years,” Pastor Tim said, “I see growth and commitment in him.”

The future is bright at LifeChurch! “Our Area Director has helped produce growth and momentum in our men’s ministry, and this has lifted the church as a whole. **Today I see the men passionately pursuing Jesus, loving and supporting one another, and serving their families, church, and community.**”

Hope for Nicaragua



On one Saturday in the spring of 2022, we trained more than 200 pastors and men’s leaders on how to use the No Man Left Behind Model to disciple all the men in their church. At simulcast locations across the country, local Man in the Mirror Area Directors were on site to consult with teams as they made their ministry plans. Through a series of events that only God could orchestrate, we also had an Area Director for Central Illinois supporting a team in Nicaragua via video and two translators!

Pastors and leaders from five churches gathered in Chinandega, using our **newly translated training workbook in Spanish**. Craving processes and structures that will help them build a culture of relational discipleship, they left with next steps and renewed passion. “We are weak in discipleship,” Pastor Sarria shared, “and **‘No Man Left Behind’ has given us hope for the church in Nicaragua.**”

And their passion is contagious! Some of the Illinois church leaders that our Area Director was also supporting that day are now invested in the success of their brothers in Nicaragua. Pray with us for ALL the leaders who are implementing the model to see no man left behind in their communities—in the U.S. and around the world.

Beauty From Ashes

Todd, a longtime Man in the Mirror partner, wrote to us about how God is working in the lives of a group of (at the time) high school seniors. Todd attends church and Bible study with Kurt, a brother in Christ whose amazing, deeply-loved son Matthew died by suicide in September 2020.

Matthew had been part of a close group of friends made up of 13 other teenage boys. After Matthew's death, their church family raised funds to send the group on a mission trip to build homes in Mexico and share the gospel—a trip Matthew had also gone on several times.

Upon their return, Kurt, prompted by the Holy Spirit, started leading the boys through *The Man in the Mirror* book with Todd. Each week, Todd shared, they would talk about a chapter and then do a fun activity. They'd come prepared and engage in incredible discussions that led into Scripture naturally.



Several months later, we received another update. To celebrate the completion of their study, Todd and Kurt enjoyed dinner with them and their parents, and they presented each young man with a copy of *Devotions for the Man in the Mirror*, signed by Patrick Morley.

Todd told us, **“The celebration was filled with tears and laughter—but also encouragement, conviction, and a call to these men to continue the fight as they all head off to college. I marvel at how God works; this has been an absolute privilege!”**

Helping Korean Men Find Vibrant Life in Christ

In 2020, Pastor Bryan Lee contacted us as part of his research related to men's discipleship in the Korean church. This was the start of a partnership that God is using to change lives! With the support of Area Director Eric Blackwell, Pastor Lee prepared and presented Man in the Mirror's *Success That Matters* event in South Korea. The 80 men in attendance learned to **anchor their identity in Christ and transition from serving the god they WANT to serving the God who IS.**

The session “Finding a New Best Friend in Your Wife,” a concept that remains counter-cultural in South Korea, was so well received that Pastor Bryan was asked to re-teach the event. And he did—for the wives, too!

Back in the States, he also presented *Success That Matters* for a Korean church near Los Angeles, the area that Eric serves, and he again opened the event to women. Several small groups sprung out of it to continue growing in their faith and marriages together. **No matter the cultural norms, we know that the gospel and a culture of discipleship changes not just men but EVERYTHING.**

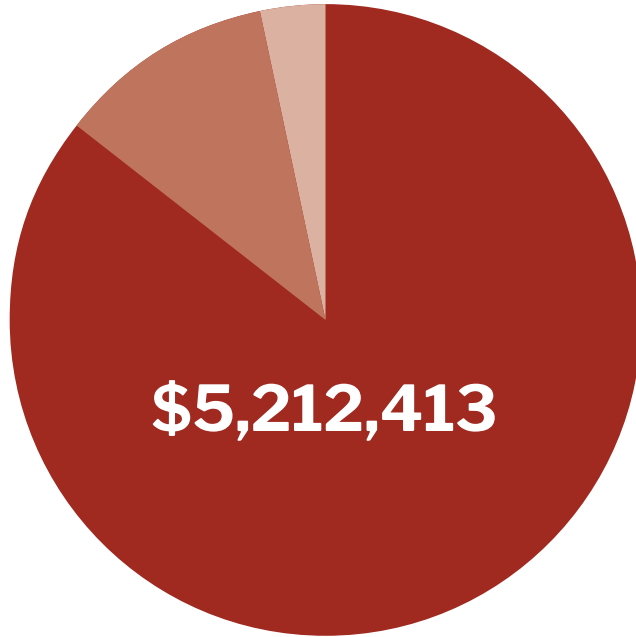


2022 FINANCES AT A GLANCE*

73

cents of each dollar spent by Man in the Mirror went directly to ministry programs.

INCOME



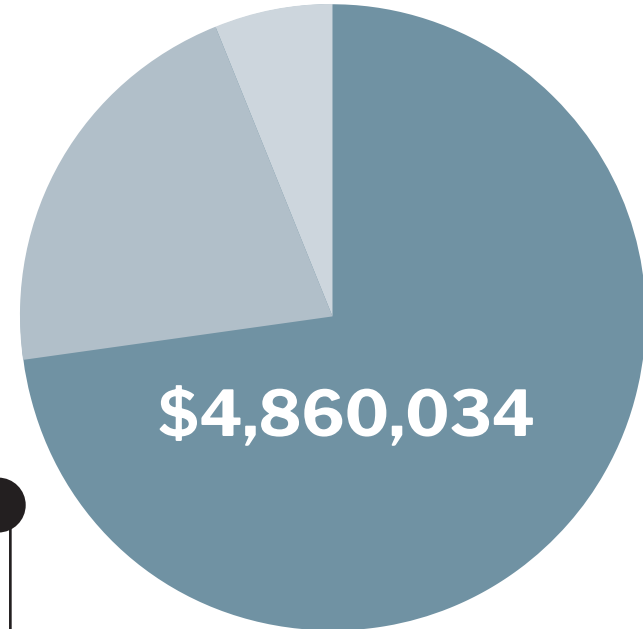
- Donation Income: \$4,412,506 (85%)
- Earned Income: \$151,631 (3%)
- Other income: \$616,137** (12%)

THANK YOU

2,998

FINANCIAL PARTNERS
INVESTED IN THE
MISSION

EXPENSES



- Program: \$3,568,144 (73%)
- Fundraising: \$1,010,227 (21%)
- Administration: \$281,663 (6%)

*Financial data produced by an independent accounting firm that completes a thorough audit of Man in the Mirror each year in the second quarter for the preceding year. **Net assets released from restriction, as approved by the board for investment into the development of new ministry resources in 2022.



Man in the Mirror has been an accredited member of the Evangelical Council for Financial Accountability since 2006.

LEADERSHIP TEAM

Brett Clemmer
PRESIDENT & CEO

Jeremy Schurke
VP OF CREATIVE STRATEGIES

Sharon Carey
VP OF FINANCE & BUSINESS ADMINISTRATION

Rob Leonard
NATIONAL FIELD DIRECTOR

Peter Hone
NATIONAL DEVELOPMENT DIRECTOR

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PRESIDENT | Catholic Men's Leadership Alliance | Waco, TX

Todd Woodard
PRESIDENT | Mosaic Wealth Management Group | Winter Springs, FL

Brett Clemmer
PRESIDENT & CEO | Man in the Mirror | Sanford, FL

*Fred Mateer assumed the role of Chairman in February of 2023 when founder Patrick Morley transitioned off the board after years of faithful leadership as Executive Chairman.

CORE VALUES

LOVE

Sharing the gospel out of our love for Christ—and in humility, serving and caring for each other.

VISION

Leading the way in men's discipleship, innovating to best meet the needs of men and churches.

EXCELLENCE

Striving to exceed expectations and going the second mile for those we serve.

RESILIENCE




Willing and ready to adapt to change and maintaining a positive attitude in the face of opposition.



GROWING STRONGER TOGETHER



MAN IN THE MIRROR

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