

A full-page background image showing two hikers in silhouette on a rocky mountain ridge. The hiker on the left is reaching out to assist the hiker on the right, who is stepping forward. The background is a vast, hazy mountain landscape under a bright sky. In the top left corner, there are several thin, orange-outlined geometric shapes, including squares and rectangles, some of which are partially cut off by the edge of the frame.

MINISTRY IMPACT REPORT 2024

GUIDING MEN TO A NEW,
BRIGHTER DAY IN CHRIST



MAN IN THE MIRROR

FROM THE PRESIDENT

Dear Friend,

This has been a year of extraordinary momentum—a testament to what happens when men surrender their lives to Christ and step into their calling. We are seeing more men rise up as mentors, more churches becoming intentional about discipleship, and more lives transformed by the gospel.

Through the Spiritual Fathers program, men are investing in the next generation like never before. In 40 communities, churches are being equipped with new tools to disciple men well. And across Southeast Asia, the gospel is spreading in workplaces and cities, igniting a movement of faith in everyday life.

“A disciplined man changes everything—his family, his church, his world.”

We believe God is preparing the hearts of men for something great. As you read this report, we hope you’ll be encouraged by how He is working—and reminded that you are part of this story. Thank you for standing with us in this mission. Together, we are building a future where men know Christ, walk in His truth, and lead with courage.

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.

OUR 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.

SUPPORTING CHURCHES AND PASTORS NATIONWIDE



Regional Team Summit: Area directors pray for one another and the ministry.



Intergenerational ministry group initiated by an area director

“By this all people will know that you are my disciples, if you have love for one another.”
—John 13: 35

Over 43 Man in the Mirror Area Directors served local churches nationwide in 2024, making a significant and lasting impact on men in their communities

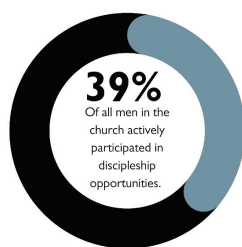
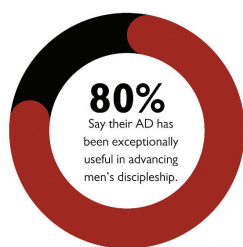
Using a highly relational, “long-term, low-pressure” approach, Area Directors collaborated with men’s leaders and pastors to understand their vision for discipling men. Through training, coaching, and resources, they assisted in developing a strategy to bring that vision to life, utilizing a custom-designed action plan tailored to their needs and church vision. Area Directors prioritized fostering relationships with their local churches and pastors to establish trust.

IMPACT HIGHLIGHTS:

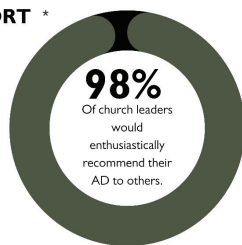
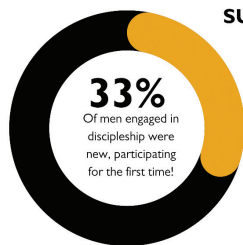
- **Leveraged No Man Left Behind Training:** The field team leveraged the principles of the NMLB model to consult with churches and develop action plans to reach and disciple men.

*Based on a May 2024 survey of church leaders working with an Area Director over the last 12 months

- **Updated No Man Left Behind Videos:** NMLB training videos were refreshed to better meet the needs of today’s churches and their ministry to men.
- **Participated in Reunion Week:** In the winter, the field staff participated in a week of professional development and spiritual refreshment, leaving with new skills, clear ministry goals, deepened friendships, and a renewed sense of purpose.
- **Hosted Spiritual Fathers Orientations:** Area Directors hosted 46 orientations nationwide to engage men in intergenerational mentoring.
- **Held Regional Summits:** Committed to the growth of churches, leaders, and men, area directors gathered regionally during the summer to share best practices, receive training, and pray for each other and their communities.



THE IMPACT OF AREA DIRECTOR'S SUPPORT *



THE ANNUAL IMPACT OF 43 MAN IN THE MIRROR AREA DIRECTORS



43,700

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



12,050

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.

BUILDING INTERGENERATIONAL DISCIPLESHIP

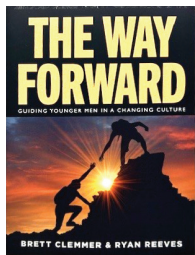
- **Continued Efforts to Grow Area Director Initiative:** Despite significant progress, thousands of communities still lack an area director. Efforts continued in 2024 to identify, equip, and commission men to fill this essential role.

We are prayerfully refining the recruitment and onboarding process. Please pray that God will guide and bless our efforts to expand the Area Director field staff and support the national movement, helping churches create an environment where the Holy Spirit inspires men to engage in life-on-life discipleship until every community has an Area Director.

Encouraging, educating, and empowering mature Christian men with a roadmap to give younger generations hope and direction.

Over the past year, our efforts with Spiritual Fathers have undergone two notable transformations:

- We concentrated on actively involving men's small groups within the local church.
- We broadened our outreach from the local church to the wider marketplace community.



In April 2024, we launched an updated training tool titled “**The Way Forward: Guiding Younger Men in a Changing Culture.**” We began focusing on training older men through small groups within their local churches. This strategic shift led to remarkable progress, with the program experiencing a 70% growth from April to December.

As the year progressed, several marketplace initiatives emerged to extend our work beyond the four walls of the local church and into the business community. We launched two new pilot programs:

Chamber of Commerce Strategy: A group of seven community leaders in Georgia embarked on *The Way Forward* learning journey and subsequently invited several younger men to join them in a mentoring journey.

Company Strategy: A Christian entrepreneur from South Carolina recognized Spiritual Fathers as an excellent way to implement an inter-generational mentoring program within his business.

In addition to these new strategic initiatives, we initiated several other community and marketplace-based strategy conversations with the Fellowship of Christian Athletes, the cities of Colorado Springs and Cincinnati, and various additional ministries working with men. These efforts have positioned our work for even more rapid growth and impact in 2025.

We launched a brand-new podcast to train and inspire older men in mentoring. On the resource side, we completed and launched two new conversation journal sets. **Known** completed in 2023, **Loved** and **Trinity** completed in 2024, and we will finalize a fourth journal set, **Vision** in early 2025, completing phase one of the Spiritual Fathers resource plan.



“We will not hide them from their descendants; we will tell the next generation the praise-worthy deeds of the Lord, his power, and the wonders he has done.”

—Psalm 78:4

Key 2024 Stats

- **70%** program participation growth from April to December (from 144 to 481 men)
- **48** live orientation events
- **6** new Spiritual Fathers resources completed
- **9** Spiritual Father Podcast episodes



EXPANDING OUR IMPACT ACROSS SOUTHEAST ASIA



This *My Journey* small group curriculum has been translated into the Nepali language.

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

We are thrilled to see our impact expanding throughout Southeast Asia and beyond, impacting men's lives in Malaysia, Indonesia, Korea, Singapore, and most recently in China and Nepal. It's incredible to watch how God is using this ministry to bring real transformation to men, their families, and their communities.

IMPACT HIGHLIGHTS:

- **Malaysia:** Partnered with local Christian businessmen to bring discipleship resources to men hungry for spiritual growth. Small groups are forming, and men are engaging in meaningful discussions that challenge and encourage them in their faith.

As men navigate life's challenges together, *My Journey* catalyzes cultivating a sense of brotherhood and community, thus creating a foundation of meaningful relationships that help change lives and build the Kingdom of God.

- **Philippines:** Local church leaders are using *Man in the Mirror* materials to strengthen their men's ministries, equipping them to lead with integrity and purpose.
- **Nepal and China:** One of the most exciting developments is the Lord opening doors in Nepal and China. In Nepal, pastors and ministry leaders have begun using *My Journey*, a discipleship resource based on books written by our founder, Patrick Morley, to guide men through intentional spiritual growth. Meanwhile, in China, where Christian discipleship requires creativity and perseverance, our translated *My Journey* materials are reaching men in powerful ways.

We are especially grateful for the dedicated men who are writing and translating these materials into multiple languages, making them accessible across cultural and linguistic barriers. Their work ensures that men in diverse regions can study God's Word and apply it to their daily lives.

This movement is only possible because of the faithfulness of local leaders and the prayers and generosity of our supporters. We are deeply grateful for their unwavering commitment. As we look to the future, we are excited to see how God will continue to use this ministry to bring transformation to men, their families, and their communities across Asia and beyond.

Building Men Who Build the Future

For nearly four decades, *Man in the Mirror* has disciplined men to live with purpose in Christ. Looking ahead, we are sharpening our focus on *builders*—men in their 20s, 30s, and early 40s—who are establishing careers, marriages, families, and communities. This season is full of challenges but also immense opportunity. When men are disciplined during these formative years, the impact lasts for generations.

A Renewed Vision for Reaching Builders

- 1. Strengthening Church Partnerships** – The local church is central to lasting discipleship. Our *Area Directors* are equipping churches with strategies, small group resources, and leadership development to engage builders effectively. By fostering authentic communities, churches can help these men grow spiritually and lead well.
- 2. Content that Connects** – Builders consume content differently than previous generations. We are expanding our digital presence with short-form videos, podcasts, and practical resources that address real-life struggles—faith, work-life balance, fatherhood, and integrity. Our goal is to meet them where they are and provide tools for spiritual growth.

- 3. Creating Meaningful Relationships** – Builders need guidance from godly men who have walked before them. Through our *Spiritual Fathers* initiative, we are connecting younger men with seasoned mentors who can disciple them through life's challenges. By fostering these relationships in churches and communities, we are ensuring every builder has a strong, faithful guide.

- 4. Building a Brotherhood of Builders** – Men grow best in relationships with other men who challenge and encourage them. We are creating new ways for builders to connect—locally and online—where they can sharpen one another, be held accountable, and grow in their faith.

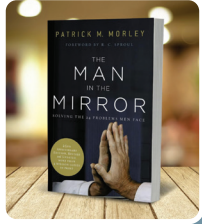
“And I heard the voice of the Lord saying, ‘Whom shall I send, and who will go for us?’ Then I said, ‘Here I am! Send me.’”

— Isaiah 6:8

Moving Forward with Purpose

The future of *Man in the Mirror* is about equipping builders to lead in their homes, churches, and workplaces. If we disciple them well today, they will shape the future of the church and society for years to come. We invite you to partner with us in this mission—together, we can help these men build lives that honor Christ and leave a lasting legacy.

STORIES OF IMPACT



All In and United in Mission

In August 2024, a trip to Dallas was made to meet with a ministry supporter. This meeting was highly anticipated, not only due to the strong connection established over many phone calls but also because the supporter and his wife had consistently supported Man in the Mirror for more than 20 years.

The supporter shared that, after reading Pat Morley's book, *The Man in the Mirror*, many years ago, he believed that raising up godly husbands, fathers, and families was critical. This belief remains even more relevant today. He expressed excitement about Man in the Mirror's new vision to help younger men reflect honestly, pursue God wholeheartedly, and live vibrantly. Additionally, he was inspired by the progress of discipleship efforts in Asia, where the ministry model is being taken to several new countries. His commitment was clear with the enthusiastic declaration, "This Texan is all in!"

The year 2024 presented challenges for fundraising due to an uncertain economic landscape, inflation pressures on daily living expenses, and emotionally exhausting months leading up to the election. Despite these distractions, donors at every level remained faithful.

The year 2025 has brought new vibrancy to the country, with a resolve to overcome economic woes. The fundraising arena is also reviving and evolving, with a renewed focus on technology and improved communication methods and channels.

Through their faithfulness, love, and generosity, many friends of Man in the Mirror, like the supporter in Dallas, have enabled the ministry to build effective resources, equip and strengthen the Area Director field team across the country, and now focus on a generation of younger men in need of Christ. Gratitude is extended to all financial partners, regardless of the amount given. Our hearts are united in this mission.

From Fear to Faith in Asia

I grew up in a "Christian" household with strict rules and mandatory church attendance. Sunday church services and catechism classes were checkboxes on my religious list, lacking any personal connection or fulfillment. Seeking solace and meaningful relationships, I fell in with the wrong crowd and soon indulged in the world's pleasures and indulgences, chasing after lustful desires for nearly two decades. This lifestyle took its toll, threatening to destroy my marriage due to my past habits, including drug use. When my beloved wife Michelle issued an ultimatum, I faced a crucial decision: change or lose everything. Opting for rehabilitation, I underwent a grueling process twice, breaking free from my destructive habits. This journey led me to a newfound faith, experiencing a rebirth as a born-again believer.

However, the road to spiritual renewal was lonely and demanding without a community of like-minded individuals. That's when I discovered The Man in The Mirror Ministry. Through accountability, love, and brotherhood, we navigated life's challenges together, and over time, we grew to live in Christ. For me, the most significant transformation came from nurturing my relationship with God first, followed by strengthening my bonds with my wife and family, and prioritizing what truly matters while letting go of distractions. Today, I strive to uplift others, speaking life and love into their lives, and building a community rooted in God's grace and love.

My heartfelt gratitude goes to Michelle for her unwavering support and to my two sons, Caleb and Joshua, for their belief in me. All praise and glory to God for His transformative power!

Christopher Wong
MIM Faith Subang
Group Leader



Transforming Lives Through Discipleship



Scotty with his wife, Lliani

The Holy Spirit is transforming men at Restoration Life Church in Los Angeles through the Journey to Biblical Manhood (JBM), and Success That Matters (STM) resources as part of Man in the Mirror's discipleship model. The true impact is seen in changed hearts and lives. These transformed men are positively influencing their marriages, families, and church culture. Here is one changed life story:

Scotty's Testimony: Scotty, a former gang member, shared how JBM and STM have helped him during a dark time. Newly married, he struggled with his walk with God and his marriage. The small groups taught him to be intentional with his wife and navigate life's challenges with God. Scotty is grateful for the timely support and shares, *"At the time The Journey started, I was in a really dark place. I was looking for something to help me out with my walk with God, with my life, and issues I was going through with my marriage. These life group meetings have been very informative, helping me be intentional with my wife and learn how to communicate and navigate through storms together. I thank God that it started right at the time that I needed it. God always knows what He's doing."*

Lliani's Perspective: Lliani, Scotty's wife, praised his transformation at a JBM celebration dinner. She highlighted how Scotty's growth in scripture and accountability has made him a better husband, father, and leader. Through JBM, Scotty's renewed mind and heart have positively influenced their family. Lliani shares, *"We've been married for 2 years now. He married a single mom with 5 adult children. My three boys had a hard life and they gave Scotty the hardest time ever. But God has shifted and renewed Scotty's mind and healed his heart. God has used Scotty through his mistakes and hard life to teach and show my boys God's redemption and healing powers to be strong young men and fathers."*

This story is one example of the many lives being changed through discipleship at Restoration Life Church.

The Need is Overwhelming!

Berean Bible Church in Pottstown, PA, was already using Man in the Mirror material and the No Man Left Behind model when Dave Armstrong became an Area Director over ten years ago. A team from their church attended Dave's first No Man Left Behind (NMLB) training in 2013, and they hosted training in 2016 and 2022. The 2016 training alone had eighty-eight men from a dozen churches. Additionally, they've conducted two Man in the Mirror events and opened their church for several men's discipleship roundtables.

They are undoubtedly Dave's most advanced church in applying the NMLB principles. It was no surprise when they hosted the area's first

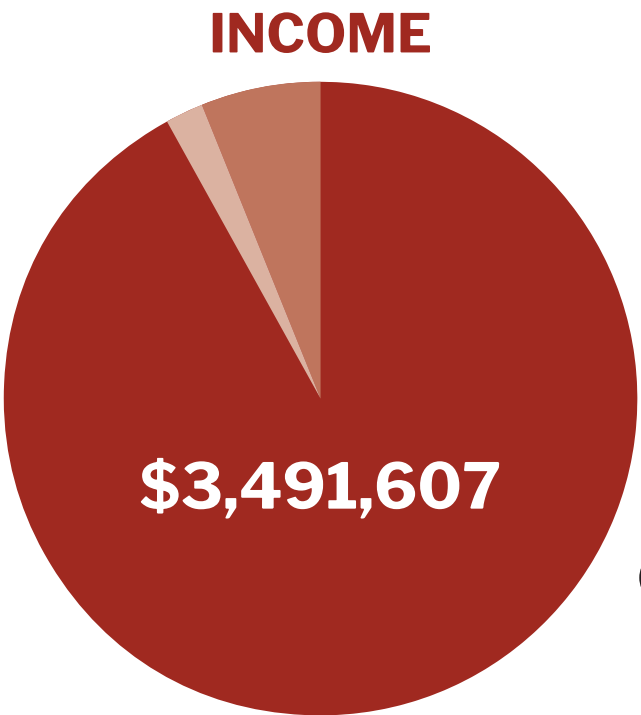


Area Director Dave Armstrong, with Earl, men's leader at Berean Bible Church, Pottstown, PA.

Spiritual Fathers Orientation in the fall of 2023 for four churches. In June 2024, they hosted a second orientation for six more of their men. Earl, their men's leader and Dave's ministry partner, explained, *"Our pastors keep passing along names of men who could use mentoring. The need is overwhelming. We need to train more men to be spiritual fathers!"* One attendee, moved to tears, thanked Dave afterward.

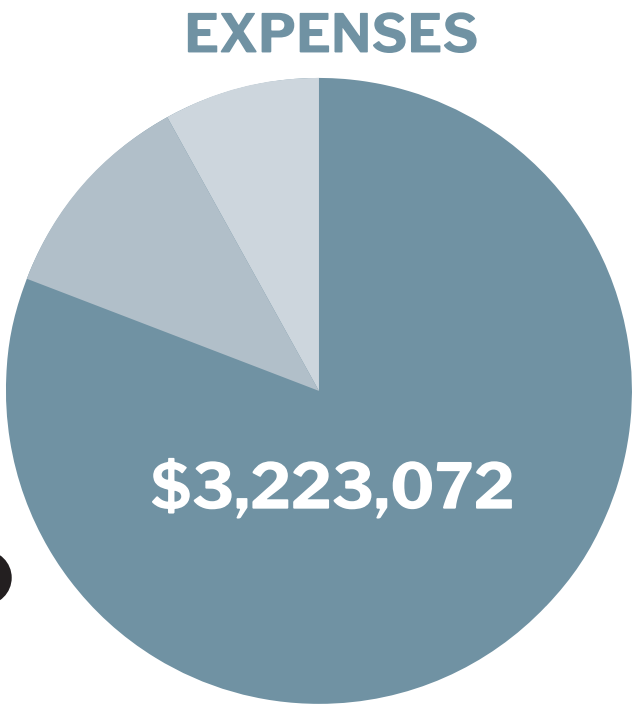
Spiritual Fathers is a crucial initiative for churches aiming to help men grow in their walk with God. This intergenerational approach to discipleship has the power to transform a ministry to men in the local church.

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



- Donation Income: \$3,491,607 (92%)
- Earned Income: \$87,241 (2%)
- Other income: \$234,215 (6%)

THANK YOU
2,479
FINANCIAL PARTNERS
INVESTED IN THE
MISSION



- Programs: \$3,223,072 (81%)
- Fundraising: \$447,694 (11%)
- Administration: \$319,387 (8%)

*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 2024.



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

OUR TEAM



The Man in the Mirror team including HQ and Field Team

LEADERSHIP

Brett Clemmer
PRESIDENT & CEO

Rob Leonard
VICE PRESIDENT/
DIRECTOR OF OPERATIONS

FOUNDER

Dr. Patrick Morley
PatrickMorley.com

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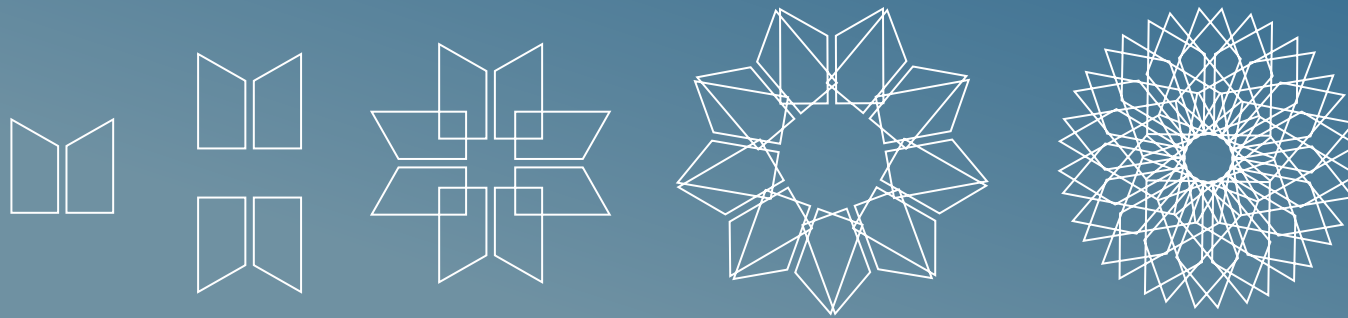
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Jeff Spanbauer
FOUNDER, CHAIRMAN | Elevate Health | Cincinnati, OH

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



GROWING STRONGER TOGETHER



MAN IN THE MIRROR

📍 1375 State Road 436, Casselberry, FL 32707 📞 407.472.2100 🌐 maninthemirror.org