



MINISTRY IMPACT REPORT 2025 - 2026

FROM THE PRESIDENT

Friends,

As I look back on the last year of ministry at Man in the Mirror, I'm struck by two undeniable truths. First, God is at work in the lives of young men. The data is showing that young men are now in church at higher levels than their female counterparts (for the first time since these things were tracked). The exodus from the church has paused and, we pray, even started to reverse.

Second, God has called amazing, talented people to do His work at Man in the Mirror, and I am blessed to work alongside them. We're honored to be named a Best Christian Workplace in 2025, and our people are the reason.



“See, I am
doing a new
thing! Now
it springs up;
do you not
perceive it?”

Isaiah 43:19

- We went deeper than ever into understanding the men we're called to reach through our State of Young Men in America reports. The research we are doing is already reshaping how we (and others) will disciple the next generation.
- Our New Adam Podcast is reaching men who've never heard of us before. One episode topped 53,000 views, with 96 percent of viewers brand new to Man in the Mirror.
- Our field team connected with 916 churches and walked alongside 242 of them in deep, intensive discipleship coaching—all while finishing the year 93 percent funded.
- After five years in development, God is opening doors for our Spiritual Fathers initiative in unexpected places like the Mississippi prison system and addiction recovery ministries.
- Our team in Asia continues to expand and flourish. We surpassed 100 groups in five countries using Man in the Mirror materials to grow in faith and brotherhood..

I hope as you turn these pages you see a ministry that's alive, alert, and moving with purpose — carried by people who take their calling seriously and never stop asking what God wants to do next. Thank you for standing with us. There's a lot more to celebrate — and lots left to do. Read on.

With you in the Great Adventure,

A handwritten signature in black ink, reading "Brett Clemmer".

Brett Clemmer
President & CEO



OUR MISSION

Engage young men around the world in meaningful relationships that change lives and build the kingdom of God.



OUR VISION

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

UNDERSTANDING CLEARLY, RESPONDING EFFECTIVELY

During the 2025-2026 ministry year, Mirror Labs focused on three primary areas: research, strategic innovation, and resource development.

A major emphasis was supporting the Spiritual Seismology Survey (SSS), one of the largest religious and spiritual datasets ever assembled. Mirror Labs contributed to survey development, launch strategy, data interpretation, and application planning. This work lays the foundation for the forthcoming Builder's Report and provides Man in the Mirror with an unprecedented understanding of the beliefs, challenges, and aspirations of men.

Mirror Labs also published the State of Young Men in America 2025 and 2026 reports, identifying key cultural, relational, and spiritual trends shaping the next generation. These insights do more than show us what's shaping today's men. They highlight the opportunity and the urgency for ministries like Man in the Mirror to stand in the gap.



► THE DATA SHOWS: YOUNG MEN ARE STRUGGLING, BUT HUNGRY

-  **43% of young fathers say they want SPIRITUAL GUIDANCE**
-  **30% of young men now ATTEND CHURCH WEEKLY MORE OFTEN than young women**
-  **14% of families in the U.S. are considered FLOURISHING in emotional, relational, and spiritual wellbeing**

Additional efforts included strengthening partnerships with organizations such as Flourishing Families and Barna while supporting donor development efforts through research insights, cultural analysis, and strategic briefings.

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the Latest Report



MEETING MEN WHERE THEY ARE

Builders consume content differently than the generations before them. In 2024, we committed to meet them where they are — with the formats they already use, in the voice they actually trust. In 2025, we delivered.

Man in the Mirror's digital ministry made a deliberate shift this year. We launched two new podcasts, released several seasonal devotionals, and grew our platform into a trusted source of notable contributors. And we began producing short-form video that meets men mid-scroll—not because the algorithm rewards it, but because that is where they spend their time.

▶ A GROWING PRESENCE



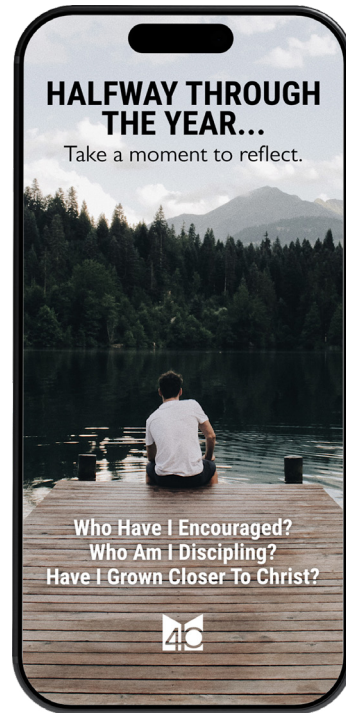
2 NEW PODCASTS launched:
New Adam Podcast and the **New Man in the Mirror Bible Study**



3 SEASONAL DEVOTIONALS
released



50+ NEW ADAM PROJECT
ARTICLES published



▶ IMPACT HIGHLIGHTS:

- **Launched the New Adam Podcast** in fall 2025 — MIM's first long-form digital conversation built for builders. Episode 8, Update from Man in the Mirror Asia, surpassed 53,000 views, the most-watched ministry update in our YouTube channel's history.
- **Doubled the New Adam Project's publishing cadence** from a sporadic blog into a working editorial operation — established a stable of named contributors including Pat Morley, Brett Clemmer, Ryan Reeves, Jeremy Schurke, David John Seel, Jr., Dylan Brock, and others.
- **Continued growth of Dads** - Scott Mawdesley has been ministering to young dads through his podcast, Dads on Tap, which now reaches more young fathers than any other MIM-affiliated channel.
- **Expanding our reach** - 96% of YouTube viewers were new to our channel — pure top-of-funnel discovery.

“How are they to believe in him of whom they have never heard? And how are they to hear without someone preaching?”
Romans 10:14

NATIONAL IMPACT, LOCAL PARTNERSHIPS

The Man in the Mirror Field Team—comprising 36 Area Directors—served as the vital, local presence of our ministry nationwide. Operating with our signature “long-term, low-pressure” relational blueprint, these boots-on-the-ground missionaries leaned into local communities to

establish deep trust with pastors and men’s leaders. By listening first to a church’s unique vision for discipleship, our team provided the tactical training, custom coaching, and gospel-centered resources necessary to turn that vision into a sustainable reality.



► **IMPACT** HIGHLIGHTS:

- **Fueling the Mission through Strategic Partnership:** Ending the year with positive cash flow and reaching a historic milestone of being 93% fully funded, our Area Directors are more secure, stable, and equipped than ever to focus entirely on their local mission fields.
- **Equipping Men Through Actionable Ministry:** 100% of our field team members personally participated in, led, or facilitated a First Step small group or Spiritual Fathers orientation this year. A powerful example of this comes from Colorado, where Area Director Rob Bussard facilitated a church’s third orientation—which launched 15 active mentoring teams, including men discipling those in a local rehabilitation home.
- **Elevating Ministry Excellence:** This year marked the official field rollout of the “The Man in the Mirror Way,” equipping the team to better serve and understand the needs of local pastors and men’s leaders.

► **BY THE NUMBERS**

Driven by our newly implemented community-focused goals, our national field team is actively marching toward clear, measurable milestones for the remainder of the year:



242 CHURCHES INTENSELY COACHED:

Local congregations with dedicated Area Director coaching in deep-dive discipleship strategies



916 ACTIVE CHURCH PARTNERSHIPS:

Local churches contacted and supported by an Area Director



1,000 MEN IN MONTHLY DISCIPLESHIP:

Directly engaging 1,000 men in monthly small groups, mentoring relationships, and spiritual friendships



39 COMMUNITY-BASED INITIATIVES:

Launching and sustaining ongoing groups run directly by Area Directors in local communities to engage men in live interactions

WHAT PASTORS & CHURCH LEADERS ARE SAYING

Our annual Church Survey highlighted the profound credibility, trust, and visible discipleship progress our Area Directors bring to the local church:

- ▶ Long-Term Relational Investment: Over 80% of surveyed churches have partnered with their local Area Director for more than a year, with a significant majority extending past two years. This underscores the power of trusted, lasting relationships over quick-fix programs.
- ▶ Spiritually Grounded Coaching: Pastors overwhelmingly affirmed that Area Directors are highly accessible, encouraging, and poised to help them navigate complex ministry environments. Leaders ranked the top areas of Area Director value as personal encouragement, customized discipleship strategies, resource sharing, and practical, gospel-centered mentorship.

THE BOTTOM LINE

The data speaks clearly—the combination of trusted relationships and clear strategies is driving churches to rise to the occasion and invest in the spiritual growth of men.

“He is always available, accessible, and poised to guide all of us as the Spirit moves him.” — Local Church Partner

LOCAL PRESENCE, REAL IMPACT



For months, Area Director Ron Jones met regularly with a young man named Robert for breakfast. Together, they worked through spiritual growth, life challenges, and questions of faith as Robert navigated a particularly difficult season.

Over time, Ron began to wonder if the meetings were becoming a burden. With work, school, and countless responsibilities competing for Robert's attention, he questioned whether the young man truly valued their time together or was simply being polite.

At a recent breakfast, Ron gave Robert permission to step away if the commitment no longer felt worthwhile. Instead, Robert's response surprised him.

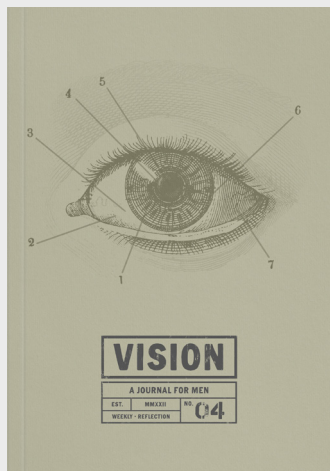
“No way! I love meeting together,” he said. “You’ve taught me so much. I’m constantly learning from you.”

What impacted Ron most was learning that Robert's growth wasn't limited to those breakfast conversations. He had been watching how Ron interacted with others, observing his prayers, his service, and his everyday faithfulness.

Young men are not only listening to what we teach, they are watching how we live. We never fully realize the influence a faithful presence can have in a young man's life—and that's exactly why our Area Directors are such an important piece of our ministry.

PRESENCE WHERE TRANSFORMATION HAPPENS

In 2025, the Spiritual Fathers initiative reached an important milestone as the final phase of resource and strategy development was completed with the publication of the Vision journal.



What began in 2020 as a vision to help older men intentionally invest in younger men now includes a comprehensive training and engagement pathway designed to equip men and local churches for meaningful mentoring relationships. With the completion of

the Spiritual Fathers journals, training resources, and implementation strategy, the initiative is now positioned for broader adoption across churches and local communities.

One of the most significant developments during this past year has been the expansion of Spiritual Fathers into 2 new ministry environments:



ADDICTION RECOVERY - We launched new partnerships with The Transformation Life Center in New York and No Longer Bound in Georgia to train and equip their mentors to invest intentionally in men pursuing recovery and restoration. These early efforts reinforced a need we continue to encounter everywhere we serve: men are longing for authentic relationships, practical guidance, and someone willing to walk beside them through life's challenges.



PRISONS - We launched a new partnership with the state of Mississippi prison system. What began with exploratory conversations quickly developed into active engagement, culminating in April with the training of 87 Field Ministers as Spiritual Father mentors across seven correctional facilities. These men are all inmates who came to know Jesus and completed seminary to become pastors within their prisons. Through our partnership, they are now positioned to encourage, mentor, and invest in young men who are fellow inmates, creating opportunities for transformation and lasting impact from within the prison community itself.

As we look ahead, we are encouraged by the growing opportunities to equip mentors and strengthen relationships with young men in every sphere of influence. The completion of the Spiritual Fathers framework marked the end of one chapter, but more importantly, it marked the beginning of a new season of implementation and impact in the years to come. As we look ahead, we are encouraged by the growing opportunities to equip mentors and strengthen relationships with young men in every sphere of influence.



RAISING DISCIPLE-MAKERS ACROSS ASIA

Throughout 2025, Man in the Mirror Asia continued to grow as local leaders embraced the mission of discipling men in their own communities, languages, and cultures. What began as a vision is increasingly becoming a movement—one led from the ground up by men committed to making disciples where God has placed them.

Across China, Malaysia, Indonesia, Nepal, Korea, Vietnam, and Singapore, churches and leaders invested in relational discipleship through leadership training, small groups, national forums, and ministry partnerships. Local leaders are taking ownership of the mission and adapting it to their unique contexts.

Several milestones highlight this momentum. In Korea, Country Director Bryan Lee translated the My Journey curriculum into Korean and helped launch four new discipleship groups within eight months. In Indonesia, **72 men gathered for the launch of My Journey** and sparked a growing interest in small-group discipleship. In Vietnam, 46 men from eight churches participated in the country's first facilitator training and My

Journey launch, establishing a foundation for future growth.

A defining moment of the year came at the MIM Asia 3R Camp, where **76 men from six nations** gathered under the theme “Reflect, Restore, Renew.” Through worship, Scripture, prayer, and honest conversation, participants experienced spiritual renewal while strengthening relationships across national and cultural boundaries.

Regional initiatives such as the Men on Mission Asia Tour and the Finding Freedom Master Series continued to unite leaders around a shared vision for biblical manhood and discipleship.

By year's end, MIM Asia surpassed a major milestone: **104 active men's discipleship groups across the region, exceeding its original goal of 100 groups.**

The numbers only tell part of the story. The greater reality is that men are being transformed through authentic relationships, churches are embracing intentional discipleship, and local leaders are rising to the call and investing in the next generation.

A HEART FOR HIS PEOPLE

Sher Thapa is the Man in the Mirror Country Director for Nepal. His heart for his people and his vision for the gospel across Nepal are humbling. President and CEO Brett Clemmer visited Sher in the fall of 2025 with MIM Asia Director Robert Lim. “I think God saved the best for last,” said Brett, recalling his experiences there. “As soon as I stepped off the plane in Kathmandu, I fell in love with this country and its people.”

The trip to Nepal was a whirlwind of activities over three days. But one story stuck out to Brett. “We were in a training session with eight or so men who would be leading MIM Small Groups across Nepal. Sher said to the men, *“We are making history here today. When we look back at the gospel spreading across Nepal, we will remember this day when it started.”*

Brett Clemmer, Sher Thapa, and Robert Lim with 11 new leaders in a Man in the Mirror facilitator training in Kathmandu



VISION FOR THE FUTURE

By God's grace, here is what we believe is coming:

Picture a young man who has spent years scrolling past every reason to believe his life could mean something. This year, because someone took the time to understand what he's actually facing, that man will have a real conversation with someone who cares about him. That conversation will turn into a friendship. That friendship will lead him through the doors of a church that knows what to do with him. And inside that church, he will meet Jesus, and start becoming the kind of man other men want to follow.

That is the future we are building toward, one relationship at a time, in churches and living rooms and workplaces across the country and around the world.

We will keep listening to young men before we try to lead them anywhere. Our research tells us who they are and what they're carrying, so the conversations we start are ones they actually need to have. Out of that research come tools that meet them where they are: a journal to help a man slow down and reflect, conversation cards that turn two friends' small talk into something real, stories and resources that travel as far as a phone screen can carry them.

We will keep showing up in hard places, too. This year we are walking into prisons and addiction recovery communities for the first time, because we believe God is

already moving in places most people walk past, and we want to be there when He does. Across Asia, our team is multiplying groups of men who are discovering, many for the first time, what it means to walk with Christ and with each other. We expect that to keep growing faster than we can plan for.

Here is why this matters beyond any one man: every changed life ripples outward. A wife gets her husband back. Children get a father who shows up. A friend has someone to call. A church gains a leader it didn't know how to find. None of that happens by accident. It happens because someone, somewhere, decided to invest in one man's life.

That is what your support makes possible. It puts you behind the kind of change that outlasts a single life and keeps multiplying long after all of us are gone.

The prophet Joel shows us the outcome of the Spirit of God pouring out on people, and the impact it has on men, young and old: "Your old men will dream dreams, your young men will see visions" Joel 2:28

We believe that's exactly what is beginning. We would love for you to be part of it.



2025 FINANCES AT A GLANCE*

THANK YOU: 2,161 FINANCIAL PARTNERS INVESTED IN THE MISSION

INCOME:



\$3,709,405 (96%) DONATION INCOME

\$63,275 (2%) EARNED INCOME

\$83,561 (2%) OTHER INCOME

EXPENSES:



\$3,068,742 (78%) PROGRAMS

\$707,344 (18%) FUNDRAISING

\$161,361 (4%) ADMINISTRATION

78¢ of each dollar spent by Man in the Mirror went directly to ministry programs.

BOARD OF DIRECTORS:

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



*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.



GROWING

Stronger Together

 MAN IN THE MIRROR™

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