

OCTOBER 5, 2021

Dear Friend of the *Hour of Power*,

No one could have predicted that as we entered 2020, that our world would never be the same. As we navigated the unknown, and dealt with the consequences of a global pandemic, we were worried for the financial health of our ministry. There was much uncertainty about how people would cope and react to being on lockdown, the health threat of Covid-19, jobs either lost or on hold - it was a very scary time for all. However, one thing became abundantly clear as we interacted with our donors, and that is that the *Hour of Power* meant more to them now than ever before. The *Hour of Power* has been around for 52 years, and in the pandemic of 2020, we didn't miss a beat in providing the same excellent church service our viewers have come to expect. We were there when people needed to hear the Gospel of Jesus, and to make sense of all the confusion and fear surrounding the pandemic through Pastor Bobby's preaching. The world needs the *Hour of Power* as people try to navigate the lingering and devastating effects of Covid-19. Our church has become their safe haven, a place where they can learn, belong and heal. What we do as a ministry matters --today, tomorrow and for many more years to come.

I am happy to share that 2020 was a healthy financial year for the ministry! Our donations in 2019 (**\$844,140**) vs 2020 (**\$1,086,508**) showed an increase of 28%! In addition, we also received a very substantial bequest in the amount of **\$827,930** We are ever so grateful for this gift from our dearly departed friend. Our increase in revenue can be attributed to a very strong weekly church service, coupled with our monthly mailers, a growing social media presence, and successful new name acquisition campaigns, all of which have helped to grow and strengthen our donor relationships.

For the first 6 months of 2021, our expenses are higher than our income, as we have rolled out a new initiative starting September 2021 that will be targeting the Mandarin speaking audience in Canada. We have translated 6 months' worth of *Hour of Power* programming to air on Talentvision, a station widely watched by the Chinese speaking community. We are very excited to be able to expand our reach to this underserved population. If all goes well, this can be part of our ongoing budget.

In addition, we have been able to add another broadcast of the *Hour of Power* on YESTV every Sunday at 4pm EST. This new afternoon time slot has enabled us to reach a wider audience so we can continue our mission to spread the Gospel of Jesus to all Canadians.

On a final note, the Canadian ministry operates independently from all the other ministries around the world. Therefore, we rely on you, our fellow Canadians, to carry on this good work that was started over 50 years ago. We are hopeful that you will continue your invaluable support to our ministry and allow *Hour of Power* to bring hope across Canada as we uplift lives through the word of God.

If you have any questions, or would like more details about ministry activities, please don't hesitate to contact me. I thank you once again for being part of this global ministry and look forward to hearing from you.

God loves you and so do we,



Rina Torres

Managing Director

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P.S. We are thankful to our faithful friends that have helped us in critical times through their bequests to the ministry; we thank God for His timing of those gifts. If you would like to receive our Estate Planning brochure, please give our office a call.

INCOME

2020

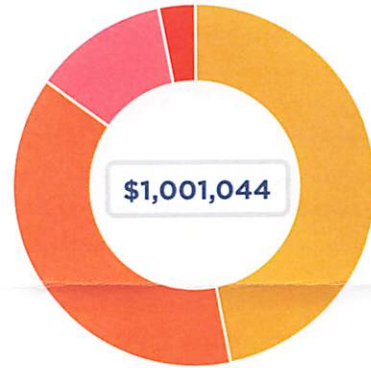
EXPENSES

JANUARY - DECEMBER



\$1,937,086

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+ \$936,042



\$1,001,044

43%	\$826,493 - General Donations
43%	\$827,930 - Estate
11%	\$214,378 - Eagle Club
3%	\$68,285 - Sparrows Club

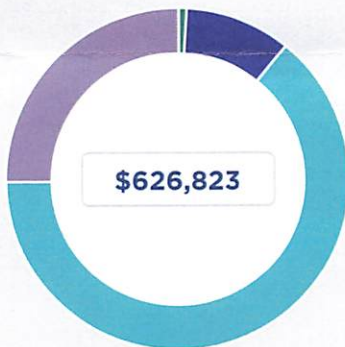
47%	\$468,571 - Airtime/Production
38%	\$385,018 - Ministry Marketing & Distribution
12%	\$121,449 - Administration
3%	\$26,006 - Occupancy Cost

INCOME

2021

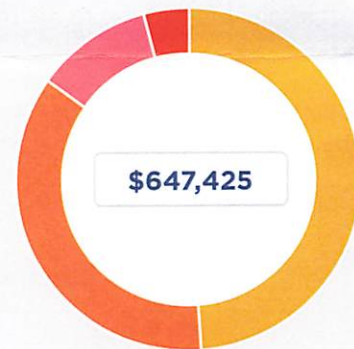
EXPENSES

JANUARY - JULY



\$626,823

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- \$20,602



\$647,425

64%	\$402,905 - General Donations
25%	\$154,858 - Eagles Club
10%	\$64,261 - Sparrows Club
1%	\$4,800 - Estate

49%	\$320,361 - Airtime/Production
36%	\$231,550 - Ministry Marketing & Distribution
11%	\$68,363 - Administration
4%	\$27,150 - Occupancy Cost