






OCTOBER 3, 2022

Dear Friend,

I would like to first and foremost express my deepest gratitude to you, and for the support you have given the *Hour of Power*. I hope you've been encouraged, and your faith strengthened, through our program with Pastor Bobby's preaching, the excellent music, and our inspiring guests. We rely on your donations to keep our message of hope, love, and healing alive through our Sunday broadcast. For 53 years, we have reached millions of hurting people who need to hear the Gospel of Jesus, all because of your generosity.

2021 Highlights

As I look back on 2021, it is encouraging to know that we are continuing to grow in TV viewership, monthly mailing list, social media engagement, and donations.

-  **+25%** in TV viewership
-  **+81%** in new names
-  **+75%** in Facebook followers
-  **+41%** in Instagram followers
-  **+4%** in General Donations

2021/22 Challenges

As far as income vs expenses, we are at a 6% deficit for 2021 and a 35% deficit for the first 6 months of 2022. There was a large financial investment in our Mandarin initiative which launched in September 2021. The cost to produce this translated program from English to Mandarin, with dubbing, translation, and subtitles is significant. Our goal was to reach this new audience in the hopes that they would help support the cost to produce this program. After 10 months of broadcast, we had to make a very hard but necessary decision to cancel this project. Despite receiving many encouraging calls, emails, and social media comments about the value of this translated program, the financial support was not enough to keep this going. Regardless, we believe in this initiative and the need to reach this audience, and we are keeping this project on standby until we are able to secure more funding.

2022 Needs

Many organizations are experiencing a drop in donations this year as we come out of the pandemic and face new global tensions and the impactful effects of inflation. *Hour of Power, Canada* is no exception. Each *Hour of Power* ministry around the globe operates independently and according to their own government's parameters. *Hour of Power, Canada* relies on you, our fellow Canadians, to continue this good work.

Would you please pray and consider how you might give to this ministry so we can bridge the giving gap this year?

We are hopeful that you will continue your invaluable support to our ministry and we look forward to many more years of uplifting lives through the word of God, and reaching more Canadians with our message of hope and belonging.

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, Hour of Power Canada

Phone: 1-604-581-7654 Email: rina.torres@hoursofpower.ca

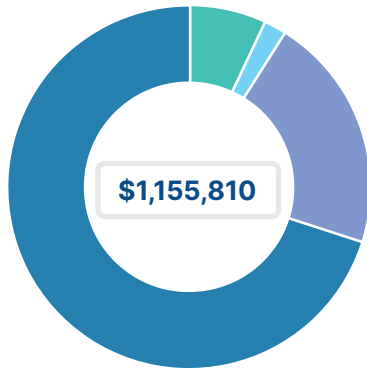
P.S. We are thankful to our faithful friends that have helped us in critical times through their bequests to the ministry; we thank God for His timing of those gifts. If you would like to receive our Estate Planning brochure, please give our office a call.

INCOME

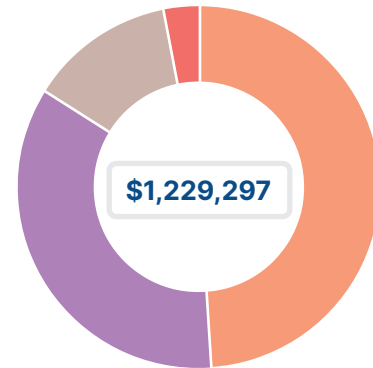
2021

EXPENSES

JANUARY - DECEMBER



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- \$73,487



70%	\$806,364 - General Donations
21%	\$240,218 - Eagles Club
7%	\$85,466 - Sparrows Club
2%	\$23,763 - Estate

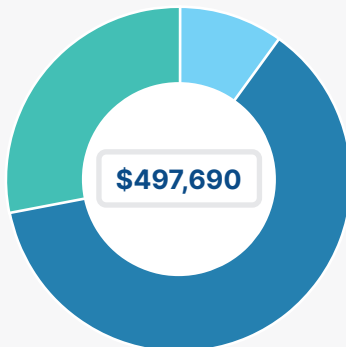
49%	\$608,947 - Airtime/Production
35%	\$433,366 - Ministry Marketing & Distribution
13%	\$154,402 - Administration
3%	\$32,583 - Occupancy Cost

INCOME

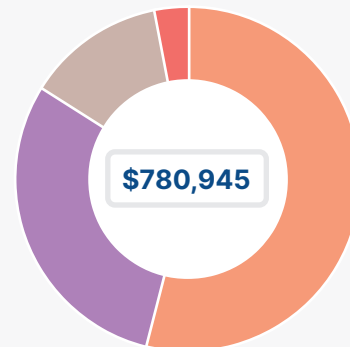
2022

EXPENSES

JANUARY - JULY



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- \$283,255



62%	\$308,298 - General Donations
28%	\$141,758 - Eagles Club
10%	\$47,635 - Sparrows Club

54%	\$418,544 - Airtime/Production
30%	\$234,295 - Ministry Marketing & Distribution
13%	\$102,090 - Administration
3%	\$26,016 - Occupancy Cost