

**OCTOBER 26, 2020**

Dear *Hour of Power* Friend,

We are humbled and blessed to be celebrating 50 years of continuous broadcast of the *Hour of Power (HOP)*! Our church service can be seen in 7 countries and is reaching millions of lives with our message of love, hope and healing. God uses this ministry to spread the Gospel and transform lives all over the world. None of this would be possible without the leadership and legacy of our late founding pastor Dr Robert H. Schuller, and now his grandson Pastor Robert "Bobby" V. Schuller. These men are anointed by God and have devoted their lives to His service. Our ministry has been through many ups and downs, but one constant are the prayers and financial support YOU have given to keep us on air here in Canada. We are so thankful! In these troubled times, Bobby's messages of hope are needed more than ever, so we can continue to provide encouragement and inspiration to those most in need.

I am pleased to report that in 2019, we are finally experiencing a surplus! Our income in 2018 (**\$899,317**) vs 2019 (**\$973,036**) is up by 8%! In late 2018, we hired an outside marketing firm to help increase donations, reactivate lapsed donors, bring in new donors and broaden awareness of the HOP ministry beyond its current base of supporters. Our goal was to reinvigorate the ministry and align with Pastor Bobby's mission: to offer uplifting, biblically grounded spiritual guidance, practices and habits that can help you and your family live a life of meaning and purpose. Having a clear and consistent idea of who HOP is and what you get when you connect to the ministry, helped elevate our brand to our Canadian donors. Some of the strategies we implemented were: mailer re-designed, bigger budget for social media and digital advertising, new name acquisition campaigns and various donor cultivation efforts. All of these have contributed to the increase in donations for 2019.

For 2020, we are expected to maintain this upward trend, largely due to a major estate (**\$815,930**) that was left to the ministry by a dearly departed friend and viewer of the program. These bequests are so important for the long-term survival of the ministry. We are ever so grateful for what they represent - stability and growth. Rest assured, we will utilize these funds to further our reach and exposure. Donations are also up for 2020, which will guarantee that we can continue with all the initiatives we've started so we can continue building meaningful relationships with our donors.

On a final note, the Canadian ministry operates independently from all the other ministries around the world. Therefore, we rely on you, fellow Canadians to continue this good work that was started 50 years ago. If you haven't taken the opportunity to support the Hour of Power this year, or if you feel led to send a donation to help ensure the ongoing stability and presence of the ministry in Canada, that would be of great encouragement as we approach the final quarter of 2020. We are hopeful that you will continue your invaluable support to our ministry and allow *Hour of Power* to fill every home in Canada. We look forward to many more years of service so we can continue to help 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

**E** rina.torres@hourofpower.ca

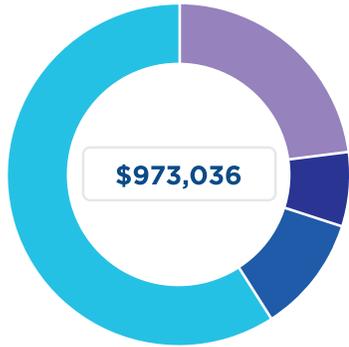
P.S. We are thankful to our faithful friends that have helped us in critical times through their bequests to the ministry; we thank God for His timing of those gifts. If you would like to receive our Estate Planning brochure, please give our office a call.

**INCOME**

**2019**

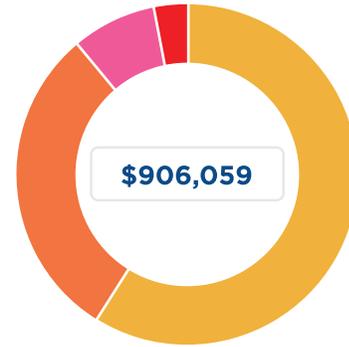
**EXPENSES**

JANUARY - DECEMBER



**\$973,036**

↑  
↑  
**+ \$66,977**



**\$906,059**

<b>59%</b>	<b>\$575,993</b> - General Donations
<b>23%</b>	<b>\$222,608</b> - Eagles Club
<b>11%</b>	<b>\$102,685</b> - Estate
<b>7%</b>	<b>\$71,750</b> - Sparrows Club

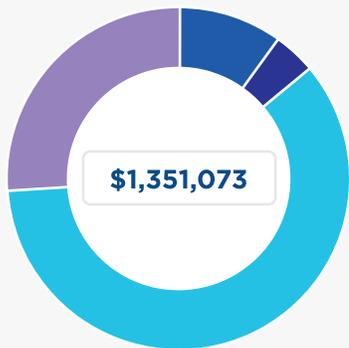
<b>59%</b>	<b>\$537,350</b> - Airtime/Production
<b>30%</b>	<b>\$268,814</b> - Ministry Marketing & Distribution
<b>8%</b>	<b>\$70,485</b> - Administration
<b>3%</b>	<b>\$29,411</b> - Occupancy Cost

**INCOME**

**2020**

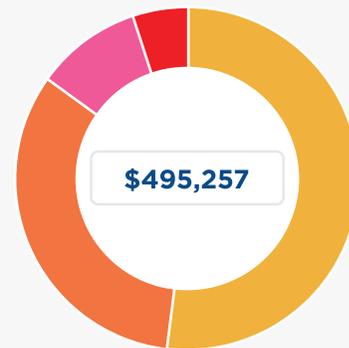
**EXPENSES**

JANUARY - JULY



**\$1,351,073**

↑  
↑  
**+ \$855,816**



**\$495,257**

<b>61%</b>	<b>\$815,930</b> - Estate
<b>26%</b>	<b>\$354,805</b> - General Donations
<b>10%</b>	<b>\$138,028</b> - Eagles Club
<b>3%</b>	<b>\$42,310</b> - Sparrows Club

<b>52%</b>	<b>\$259,212</b> - Airtime/Production
<b>33%</b>	<b>\$161,132</b> - Ministry Marketing & Distribution
<b>10%</b>	<b>\$52,073</b> - Administration
<b>5%</b>	<b>\$22,840</b> - Occupancy Cost