

FAMILY SHIELD MINISTRIES, INC.
ANNUAL REPORT

*Family Shield Ministries is a Recognized Service Organization
of The Lutheran Church—Missouri Synod*

Founded in 1994
July 2022-June 2023

THE VISION STATEMENT

We are Christians who care about families and the Gospel, transforming lives now and for eternity.

THE MISSION

We care about families growing in Christ and equip them to witness to each other and to the world.

MINISTRY GOALS

- To share the Gospel with those who do not yet know Christ and those who are unchurched.
- To equip Christians to apply faith to life, grow in the knowledge of God’s Word, and use their gifts to serve and witness in the home, church, and community.
- To connect people with needs to individuals, organizations, LCMS congregations, and products.
- To develop partnerships and collaborations with congregations and organizations.

FINANCIAL

A copy of the year-end financial report, prepared by Brian Deubel, the accountant, is available upon request. Curt Wittbracht, a CPA, is the Treasurer. He prepares and submits our 990 each year to the IRS.

John Brugere of Brugere & Brugere takes care of employee taxes and filings with the IRS and State of Missouri. He is a CPA and lawyer. Brian Deubel takes care of our monthly accounting reports.

BOARD OF DIRECTORS

Kay L. Meyer, Founder & President
Rev. Mark Frith, Board Chairman
Curt Wittbracht, Treasurer
Ruth Houser, Secretary (off BOD in 2023)
Rev. Alex Schrader
Faith Spelbring (off BOD in 2023)

New in 2023:
Rev. Mark Femmel
Emily Davidson
Laura Langhoff Arndt
Lauren Schultz
Dorothy Krans, RSO Director

Learn more about the Board of Directors:

<https://familyshieldministries.com/board-of-directors/>

Employees, Independent Contractors, Partner Ministry Staff and Volunteers:

Kay L. Meyer, Founder, President and Host
Paula Isakson, Volunteer Director of Ministries
Brian Deubel, FSM Accountant
John Brugere, Brugere & Brugere, CPA
Michele Caldwell, Webmaster, Houston Web Design and Hosting
Dianne Sudbrock, Graphic Artist & Editor, Owner, The Write Design (retired in 2022)
Elizabeth King, our new Graphic Artist
Gary Duncan, Duncan Media Services, Radio Distribution Manager
Dave Powell, Recording and Production, Family Vision Media
Nancy Stallard, Radio Editing and Production
Grant Johnson, Computer Maintenance
Linda Cox, Telephone Response Center Manager,
LHM Partner Ministry Employee

Volunteers:

Terri Dooley, Database and Donor Calls
Kristen Schaffer & 125 Special School Students,
Southview Special School, Bulk Mailings
Tjaden Meyer, Bulk Mailings, mail, postage, pick up resources.
Sue Fuessel, CCM Missionary & Volunteer
Vickie Foster, CCM Volunteer
Pat Hallem, CCM Volunteer

Prayer Partners:

Nancy Schjolberg, Janel Burch, Connie Eller,
Richard & Jane Thur, Lois Peek, Jane Haas and more.

Radio Hosts:

Coreen Jander, Rev. Mark Frith, Rev. Mark Femmel

2022-2023 MINISTRY HIGHLIGHTS

STATISTICS:

Radio: 52 half-hour programs are distributed weekly to over 50 radio stations throughout the United States. More than 850,000 weekly radio listeners listen to the program each week. George Barna Research documented that 10-15% of all Christian radio listeners are unchurched. FSM has produced 1,400 programs since it began the radio program.

Podcast: The weekly podcast is produced and linked to the website at www.familyshieldministries.com. It is heard on many podcast platforms, Facebook, and Twitter. Listeners can also subscribe. It's free! We produce programs at Family Vision Media in St. Peters and at Bott Radio/KSIV in Brentwood, MO.

Educational: 15 educational programs/conferences/conventions/seminars were presented to church groups. Meyer also wrote and presented a children's sermon at Concordia Lutheran

Church in Kirkwood, MO. Learn more about our educational program topics here:
<https://familyshieldministries.com/educational-programs/> FSM also has a Speaker's Bureau.

Counter Cult Ministry: This is our oldest ministry. Every week we are in contact with those leaving Jehovah's Witnesses or Mormonism and equipping/mentoring Christians who have family members and friends involved learn to witness to them. We are part of three private Facebook pages that minister to ex-JW and ex-Mormons. Meyer mentors a limited number of people who are trying to witness to JW or those who are interested in learning more about Christianity. Meyer also speaks annually at the "Witnesses Now for Jesus" convention focused on ex-Jehovah's Witnesses and those who want to leave the organization. Some of her videos are available on our website. We receive between 2 and 6+ telephone calls a month from this area of our ministry.

A New Video: The newest video on "Witnessing to Jehovah's Witnesses" is now available through www.everyonehiswitness.org. Read our recent newsletter with details about it here: <https://familyshieldministries.com/email-newsletters/sharing-christ-with-jws/>. There are nine segments, and many LCMS congregations are using it for a Bible study series.

Prayer: We share prayer requests with national and local prayer partners through email, Facebook, and private Facebook pages. More than 120 prayer requests were submitted to us and prayed for last year. We produced our newest booklet "Let's Walk and Pray!" in 2022. Jane Haas was the author.

Connecting people to needed resources: The "Recommended Links" on our website has 137 websites in 11 different categories. Check it out here: <https://familyshieldministries.com/family-life-and-ministry-website-links/>

Volunteers: We have many volunteers that help us. This includes 125 special students at the Special School District and their lead teacher and assistant teachers that prepare our annual bulk mailings for us at no charge.

New Facebook Stats:

FSM Facebook: 2.9 k likes, 2.9 Followers

Facebook=38,012 people reached that were engaged

Kay's Personal Facebook=1225 friends (I promote FSM on my personal page)

Current Ministry Donors: After adding the donors from Faith Family Reunion and our current donors we have 950 donors in the database.

Emails: Meyer responds to 2080 emails annually. This does not count our email newsletter.

Telephone calls through the FSM office: 672 annually

Our Response Center also takes calls from our radio program. This is a partnership with Lutheran Hour Ministries that was established in 2005.

Texts related to ministry work: 644 annually

E-mail newsletter: The newsletter publication is sent out twice a month to those that sign up or ask us to sign them up. It features devotions and articles, upcoming radio program topics and guests, stories of those we serve, and includes links to read them. Many congregations receive it and reprint FSM articles in their newsletters and bulletins. All the newsletters are available on our website.

Programs and Services

- Meyer wrote a Bible study on “Women and the Bible” and submitted it to the national LWML. It was out in time for the LWML national convention in 2023.
- We prepared a five-minute video for LEA on Encouragement for teachers and educators.
- Each week “*Family Shield*” radio programs were produced and aired. After the program is aired, it is distributed to all our radio stations, radio networks, and podcast platforms. Duncan Media Services distributes the programs for us. The FSM Response Center, under the leadership of Linda Cox, takes telephone calls for resource information that we send out to those who contact us. Often authors donate books to us. Some of these are given away to listeners through special drawings. This helps us get names of our listeners that are added to our database.
- The podcast is helping us reach new people through the Internet. Dave Powell, Rocky Johnson, and Nancy Stallard are our editors and producers. We post them on the Facebook page, the podcast pages and on Twitter.
- We advertise Family Shield on Facebook, Google, Twitter, in our newsletter, and on the website.
- Conferences, Workshops, Seminars: Kay Meyer, the president, spoke to many church groups during the past year. She has designed more than 35 educational programs on family life, spiritual nurture, apologetics, and learning to witness.

Some good news! Family Shield Merged with Faith Family Reunion *Family Shield has merged with Faith Family Reunion.* Family Shield Ministries (FSM) Board of Directors unanimously approved merging with Faith Family Reunion at its March 2023 Board meeting. Faith Family Reunion was founded by Paula Isakson and her father. It has ministered to parents and grandparents whose adult children have left the faith. Paula was away from the faith for 25 years and is now reunited with the Lord and His church. During those years her parents prayed fervently for her, maintained a positive relationship, made sure she knew they loved her, and gently reminded her of God’s love through Christ. Paula’s dad was an LCMS pastor that is now with the Lord. Rev. Mark Wood, the Outreach Director for the LCMS, recommended Family Shield to Faith Family Reunion since he knew FSM did similar gospel outreach. Join us in praying for this new merger and our expanded work. Read our newsletter about the merger here: <https://familyshieldministries.com/email-newsletters/faith-family-reunion-merges-with-fsm/>

Development & Public Relations

- Family Shield is a Choice Dollars recipient from Thrivent Financial. We currently have many donors who have signed up to support us in this way. We send an annual thank you letter and remind them to re-sign up each year.
- We are also able to obtain funds through the Action Team Leader projects of Thrivent Financial. These are difficult to document in our financials due to the fact the charge card with \$250 is given to the volunteer that signs up. Curt Wittbracht, our Treasurer, suggested we not record these in our financials. We keep all receipts in case Thrivent requests them in the future.
- We make thank you calls when telephone numbers are available to all new donors and to supporters who give over \$500 a year.
- We send donor appeal letters to donors three times a year. We sent a thank you letter to everyone who donated to us.
- Nine grant proposals were written in 2022. Last year we received a small grant from Concordia Outreach Mission at Concordia Lutheran Church in Kirkwood and one from The LCMS in Kirkwood, MO. None of the LWML District grants were approved to expand our mentoring program.

Partnerships

- Family Shield Ministries continues to partner with Lutheran Hour Ministries Response Center. Their employee, Linda Cox, receives calls from our radio program/podcast and sends out letters and complimentary booklets for us. LHM donate the booklets and postage to us.
- We also have many Lutheran sponsors that donate when we have special events and some that support us through our radio/podcast ministry. Learn more about sponsors here: <https://familyshieldministries.com/partners/>

Respectfully submitted,

Kay L. Meyer
President

Cc: FSM Board of Directors, Dorothy Krans, LCMS