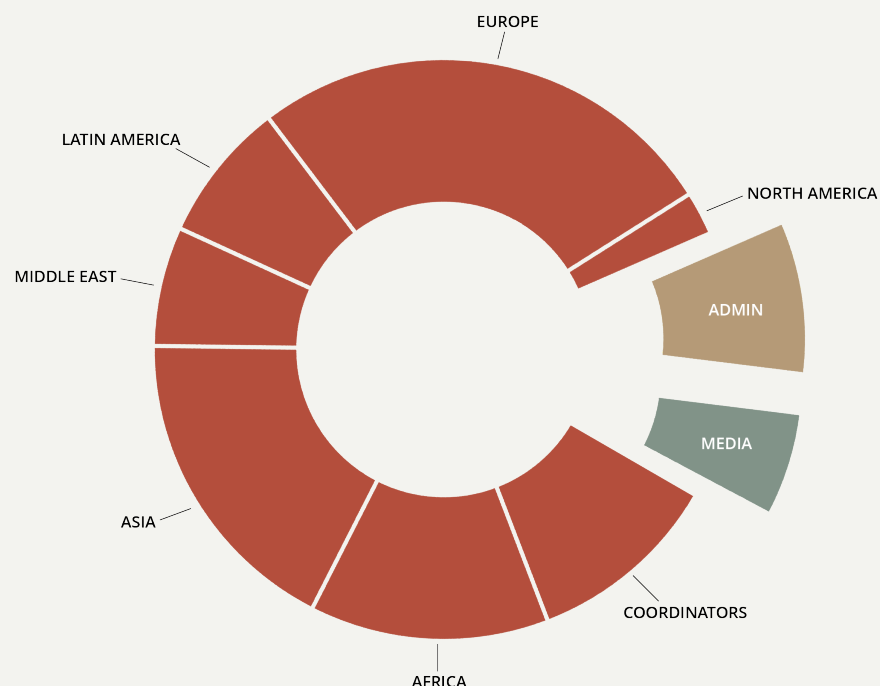


2023 YEAR IN REVIEW



EXPENSES BY TYPE	
MISSIONS 85.7%	
COORDINATORS	\$1,309,711
AFRICA	\$1,530,619
ASIA	\$2,033,832
MIDDLE EAST	\$763,854
LATIN AMERICA	\$899,951
EUROPE	\$3,027,957
NORTH AMERICA	\$278,755
TOTAL MISSIONS:	\$9,844,679
ADMIN 8.5%	\$978,339
MEDIA 5.8%	\$668,698
TOTAL:	\$11,491,716

2023 SUMMARY	
2022 YEAR END:	\$12,192,368
DONATIONS:	+\$11,544,198
INTEREST EARNED:	+\$436,607
BOOK ROYALTIES:	+\$22,675
EXPENSES:	-\$11,491,716
NET INCOME:	\$511,764
2023 YEAR END:	\$12,704,132

In 2023, 85.7% of all expenditure was allocated to the work of missions in preaching, teaching and church planting.

1. We regard every penny as the widow's mite, treating every missionary and donor as Christ among us.
2. We continue to labor in the harvest supporting elder-qualified men who are tested, approved, and sent out by biblically mature churches.
3. We will give the Lord of the harvest no rest in prayer to provide the qualified men needed to achieve our mission.

In 2023, 8.5% of expenditure was allocated to administration.

1. We are investing in our administrative stewardship capability to ensure excellence in navigating the complexities of international compliance, communications and transactions.
2. Our administration department stewards HeartCry's financial principles and spending philosophy of modesty and frugality, from donor administration through internal operations to our primary ministry of financial support of missionaries, with no fundraising activity.

In 2023, 5.8% was spent on media. To understand this expenditure, we must consider the two primary purposes of our media ministry:

Remote Training Program: Every week, we film training videos in our studio to educate churches and missionaries in various languages and in some of the most remote parts of the world.

Mission Education Program: It is essential that God's people hear reports from the field about God's work, that they might be encouraged in their faith, glorify God, and learn about missions. This is accomplished through our documentaries, quarterly magazines, an annual calendar, and social media.

****Building Rent:** HeartCry's current office is leased under a lease/purchase agreement in Roanoke, Virginia. The ongoing cost of the lease/purchase has been covered by a designated giver and is not taken from the general fund. The Lord is our Patron.

MISSIONS	
REGIONAL COORDINATORS	\$1,077,342
MISSIONARY SUPPORT	\$5,493,397
FACILITIES & PROJECTS	\$1,385,639
TRANSLATION & LITERATURE	\$405,393
TRAVEL & TRAINING	\$961,524
BENEVOLENCE	\$348,604
MINISTRY TOOLS	\$172,780
TOTAL:	\$9,844,679

ADMINISTRATION	
ADMINISTRATIVE STAFF	\$364,193
PROFESSIONAL SERVICES	\$126,501
BUILDING RENT**	\$256,572
UTILITIES & MAINTENANCE	\$99,277
OFFICE EXPENSES & SUPPLIES	\$24,034
COMPUTERS & SOFTWARE	\$49,029
CONFERENCES & MEETINGS	\$36,968
BANKING & DONATION FEES	\$21,765
TOTAL:	\$978,339

MEDIA	
MEDIA STAFF	\$352,050
A/V EQUIPMENT	\$40,041
COMPUTERS & SOFTWARE	\$29,565
SERVICES & CONSULTING	\$36,149
QUARTERLY MAGAZINE	\$146,460
CALENDAR	\$17,774
OTHER PUBLICATIONS	\$1,310
FACILITIES	\$7,719
FIELD TRAVEL	\$37,630
TOTAL:	\$668,698