



51 YEARS OF MINISTRY • (1965-2016)

2016 YEAR IN REVIEW

OUR MISSION *The Reconnect with Carmen has its roots in the previous 50 years of the PLC through The Layman Insider. As we have fulfilled our calling there, we are moving toward providing a biblical view of current news and events through a multimedia platform, including radio, blog, podcast, and online resources.*

OUR VISION *Equipping listeners/readers to engage in conversations of the day from a biblical perspective.*

WE'RE GROWING!

8

STAFF

EMPLOYEES IN 3 STATES



1 IN-OFFICE STUDIO FOR BROADCASTING



2 CITIES:



Orlando, FL • Washington, D.C.

2016 HIGHLIGHTS

building a
MULTIMEDIA MINISTRY PLATFORM
including
ReconnectwithCarmen.com

THE RECONNECT
with
CARMEN LABERGE
daily one-hour radio ministry

Laid the groundwork for
RECONNECT ONE
daily one-minute commentaries.

signing a contract for
SPEAK THE TRUTH
with Regnery Faith Publishers

ADDED *Director of Communications, Office Manager, VP of Donor Engagement, and Director of Media Relations and Show Production.*

Developing this professional staff enhances our capacity to do what God has called us to do.

PROGRAM COST

DAILY AIR TIME

\$700

for Orlando and D.C. markets

WEEKLY AIR TIME

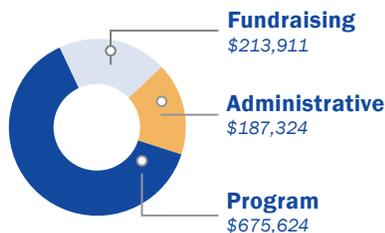
\$4,000

for both markets (5 days/week)

MONTHLY COST

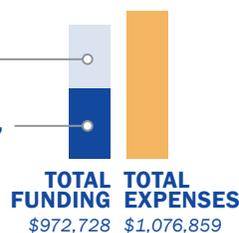
\$16,000

FINANCIAL REPORT



Sale of Investments
\$508,816

Contributions, Royalties, Investment Income
\$463,912



Our primary challenge is that we are known for what we used to do, but we are seeking to be known for what we do now. We produce excellent ministry resources across a wide range of platforms (radio, digital, print). Because this excellence is recognized, particularly in the radio industry, our opportunities outpace our financial capacity. Due to the liquidation of bank and investment assets in 2016, we could say "yes" when opportunity presented itself.

However, our investment reserves are at an all-time low. A significant increase in giving is required, not only to seize the many opportunities available, but to continue to exist as a ministry.

What does all this mean to YOU?

The daily activities we conduct are focused on providing videos, hands-on booklets, and practical, biblical advice for interacting with everyone around you; to engage with them and bring God into every conversation



GRANTS

“

I love the show and enjoy listening, in order to develop the mind of Christ. It helps me think of things the way God would have me to think.

- Jennifer, listener in Florida

You help me see and respond to the breaking news of the day with the Good News of Jesus Christ that breaks the power of sin and death and despair.

- anonymous

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For most of our 50 year history, we have been supported by individual donors and have not focused on grants. We are now working to establish these relationships and present grant proposals.

TOTAL NUMBER OF GRANTS AWARDED **1**

DONORS

MEDIAN DONATION PER DONOR

\$50

DONOR RETENTION



2015 2016
53% 61%

NUMBER OF NEW DONORS

90

TOTAL DOLLARS IN CONTRIBUTIONS



\$444,936

Includes noncash gifts in kind but does not include royalty and investment income.

More than 900 of you gave again in 2016, who had not given in 2015! We praise the Lord for you and for the three significant bequests we received from those now in the presence of the Lord.

BY THE NUMBERS

NUMBER OF PHONE CALLS/INQUIRIES

350

Inquiries increase during even years when there is a General Assembly meeting.

NUMBER OF LIVE BROADCAST HOURS

176

The Reconnect with CarmenLaBerge began live radio broadcasts in April 2016 and later in the year added pre-records to the lineup.

PRE-RECORDED HOURS

23

“

"You do such a good job of engaging issues with clarity and Christian grace."

- anonymous

I have referenced some of this info in conversation with others. Will keep listening and reading."

-anonymous

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BOOKS WRITTEN **1**

Our first book will be released Sep. 25, 2017.

4 LAYMAN INSIDERS PRODUCED

(one per quarter)