

An aerial photograph of a river with white water rapids, showing turbulent, frothy water in shades of white and light blue against a darker teal background. The rapids are the central focus, with water churning and creating a sense of movement and energy.

Perception Funding's

2020

# ANNUAL REPORT

Our Vision is to grow the Kingdom of God by giving ministries, churches, and christian visionaries the tools to fundraise and grow in sustainability and longevity

Our focus is to teach christian-based organizations how to engage their supporters and assist them in their fundraising efforts

## A Letter from our Founder...

As March rolled around, and businesses and families began hunkering down, trying to predict the fallout to come in the wake of COVID, our team at Perception Funding knew we would need to make some changes in the way we do ministry and fundraising if our ministry partners were going to be able to look to us for leadership and stability. We set up dozens of phone calls and video chats, we used the large open spaces of the church building we office in to shoot socially distanced virtual fundraising events, and we became much, much better at video editing (whew!). We rejoiced with ministry partners whose virtual fundraisers were successful (miraculously so!). We even created a personalized virtual greeting for dozens of our supporters for the 2020 Christmas season!

While the world shut down in response to the pandemic in early 2020, each of our ministry partners pivoted the means and modes of their ministries in order to meet the needs around them. It didn't take long for us to recognize an immediate need to support them in new ways! We immediately put a new fundraiser in place to support the communities across the globe that needed help feeding their families and paying their bills. We are still astounded to think of how the individuals and organizations we partner with all over the world changed directions on a dime - meeting the needs of their communities and letting go of the other projects on which they have spent years, even decades, focusing all of their energy. It was a huge shift for everyone, and they met it head on without hesitation. In just two months time we raised more than \$15,500 to support our partners in Costa Rica, Peru, Albania, Africa and here in the states. It has been heartening to watch our community rush in to protect the vulnerable when all of our instincts insist on caring for ourselves first. This Jesus Way of handling adversity has been a clear light shining in the darkness of the fear and doubt of the last year.

Thank you for journeying with us as we use our time, resources, and energy to further the Kingdom of God on earth.

Peace to you!

*Jonathan Klee, Founder and Director*

Total Ministry Partners

81

Countries Impacted

37

Funds Raised in 2020

\$2,005,631

# Our 2020 Impact

## Socially Distanced Staff Retreat

We have fantastic and dedicated staff that keeps our organization running smoothly from homes and offices across 4 different states! We can't get all of them all together without much coordinating and expense, but we made an effort to get our KC team together this summer. Shalom Retreat Center, one of our ministry partners, graciously opened their space to us in October 2020 for a day trip. We spent time together brain storming growth strategies for the coming years, and provided time for each of our staff to spend time with Jesus in their own way - away from the distractions of home and pressure. It was a wonderful time together.

## Partner Care Team

Born from the yearning for deeper connection and assistance expressed by many of our ministry partners, the Partner Care Team was created in 2020. Composed of 4 staff members who are uniquely qualified to walk alongside organizations and individuals in ministry via sustainable growth programs, church planting experience, culture intelligence and spiritual guidance. We anticipate this side of our ministry will continue to blossom and expand as Perception Funding grows.

## Security Plans

While our partners never enter the missions field with the misunderstanding that their safety is guaranteed, we still want to offer protection in dangerous circumstances when available. *This has been an opportunity for growth for several years. We began discussing this real need for some sort of an emergency plan in early 2019 - as a matter of fact, as a part of our matching grant that began May 2019, we begun allocating funds for making connections with larger missions groups around the world who may be able to aid in times of disaster, and we began investing in more comprehensive insurance for emergency situations all those months ago.*

*In the first two months of 2020 we started making progress in this area. With ministry partners in China, we began paying attention to the whispers very early in the pandemic. Thanks to the strong leadership of our staff, we immediately began our collection of emergency information for our ministry partners abroad. Though several of our ministry partners did fly back to the states in the early months of Covid, the vast majority stayed put. We are able to rest easy knowing that we really are much more prepared to aid them from afar now.*

*We have also created guidelines for our ministry partners to get their own emergency plans in to place, including emergency exit plans, gps locations so we know where they might be in severe emergency situations, and contact information for their loved ones, as well as medical documents, health and financial plans etc. Many of our partners do not even have access to modern medicine without hours of travel, so even helping with traveling expenses is a need we would like to be able to meet. As a relatively small organization, our reach in times of need has been limited, but the better funded we become, the more help we are able to provide the ministries with whom we partner. We are proud of the huge strides we have made in this area!*

# Explanation of funds raised for Ministry Partners

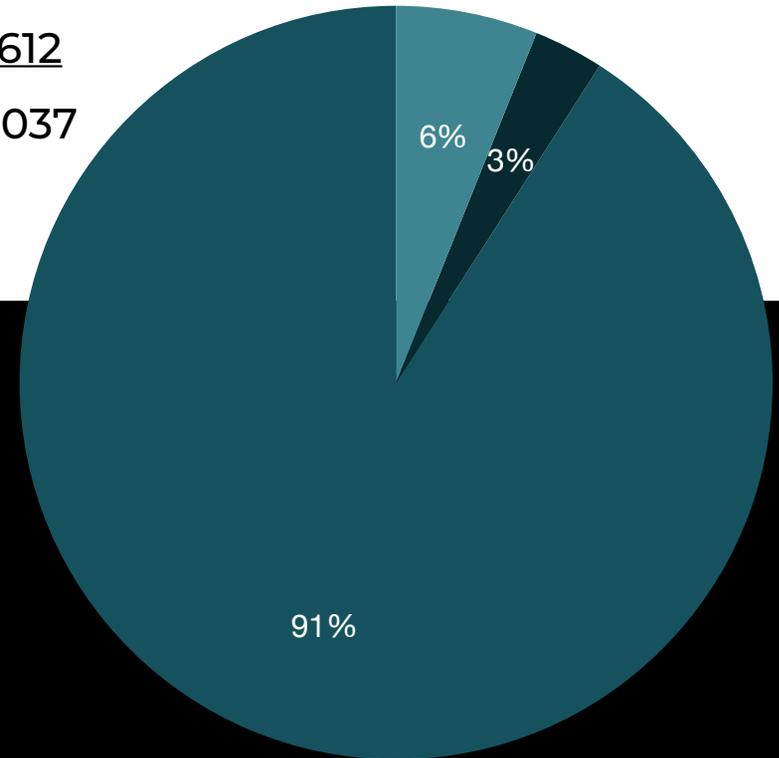
<u>Ministry</u>	<u>Budgeted</u>	<u>Actual</u>
Perception Funding	\$237,580	\$180,037
Acts1347	\$55,000	\$40,915
Bloom Ministry	\$25,000	\$18,370
Cambiarte	\$63,200	\$73,675
Church Planting	\$10,000	\$11,690
Church@Wichita	\$64,000	\$40,104
Discipleship & Design	\$20,800	\$14,209
giveDIGNITY	\$115,500	\$149,775
Hope Albania	\$55,000	\$64,228
Hope4Mexico	\$30,000	\$33,974
Living Missions Peru	\$135,000	\$160,429
New Life Therapy	\$10,000	\$7,695
Our Cup A Tea	\$75,000	\$79,521
Roca Blanca	\$4,500	\$7,250
Sweeter Than Honey	\$20,000	\$22,640
Skate Costa Rica	\$25,000	\$16,105
Women of Hope Guatemala	\$65,850	\$1,240
Give Transform & New Ministry Partners	<u>\$1,180,000</u>	<u>\$924,684</u>
	\$2,191,430	\$1,846,541

*“Perception Funding has been an encouraging and helpful partner, helping us with everything from our commitment to an orphanage in Haiti to the tech details of our website. We’re grateful for Jonathan, for Perception, and for the power and the fun of partnership with others seeking to love God, love others, and to serve.”*  
*New Springs Community Church*  
*Lee’s Summit, MO*

# Perception Funding Operating Budget

<u>Budgeted</u>	<u>Annual - Budgeted</u>	<u>Annual - Actual</u>
Payroll	\$159,500	\$111,867
Benefits	\$12,600	\$8,558
Operations	<u>\$65,480</u>	<u>\$59,612</u>
	\$237,580	\$180,037

● Perception Funding Staff  
● Operations  
● Funds Raised for Ministry Partners



We pledge to be good stewards of every donor dollar, and to be mindful of how we represent Jesus in every moment of our ministry.



# Board of Directors

We are thankful for our trusted friends who provide Godly wisdom and leadership by serving on our Board:

Jonathan Klee - President

Jason Schoff - Secretary

Cory Young - Treasurer

David Partin - Officer

Joy Klee - Officer