

2010 Annual Report

Mercy Ministries of America, Inc.

What is Mercy Ministries?

Mercy Ministries' free-of-charge, voluntary faith-based residential program serves young women from all socio-economic backgrounds, ages 13-28, who face a combination of life-controlling issues such as eating disorders, self-harm, drug and alcohol addictions, depression and unplanned pregnancy. Mercy also serves young women who have been physically and sexually abused, including victims of sex trafficking. Using proven methods, a holistic approach and professional counselors in a structured residential environment, Mercy has helped thousands of young women be restored to wholeness. Mercy's goal is to help these young women find freedom from their issues and empower them to serve in their communities as productive citizens.

Mission Statement

Mercy Ministries exists to provide opportunities for young women to experience God's unconditional love, forgiveness, and life-transforming power.

2010 Accomplishments

1. Robust database implemented
2. Began Mercy Multiplied strategy to reach more girls outside the walls of Mercy
3. Strategic workflow redesign resulting in increased operating efficiencies and reduced expenses

2011 Goals

1. Working Capital Fund secured and funded
2. Mercy Multiplied radio strategy fully implemented and other avenues developed as well
3. Church partnership initiatives and strategy developed

2010 Board of Trustees

Steven Pruett, Chairman

Nancy Alcorn, Vice-Chairman

Kathy Campbell, Member

Sam Carr, Member

Joe Cook, Jr., Member

Susan Cordell, Member

Lynn Morrow, Member

Matthew Rettich, Member



2010 Annual Report

Mercy Ministries of America, Inc.

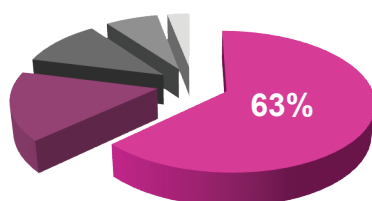
Statement of Activities for the Year Ending December 31, 2010

2010

	Unrestricted	Temporarily Restricted	Total
Revenues, gains and other support:			
Contributions	6,179,227	1,095,095	7,274,322
Special events	676,903	-	676,903
Adoption application fees	3,525	-	3,525
Resource sales	95,400	-	95,400
In-kind donations	90,586	-	90,586
Other income	4,121	-	4,121
Total revenues, gains and other support	<u>7,049,762</u>	<u>1,095,095</u>	<u>8,144,857</u>
Net assets released from restriction	<u>1,409,127</u>	<u>(1,409,127)</u>	<u>-</u>
Total revenues and other support	8,458,889	(314,032)	8,144,857
Functional expenses:			
Counseling and support	7,243,434	-	7,243,434
Management and general	999,869	-	999,869
Fundraising	699,947	-	699,947
Total functional expenses	<u>8,943,250</u>	<u>-</u>	<u>8,943,250</u>
Change in net assets	(484,361)	(314,032)	(798,393)
Net assets at beginning of year	<u>7,914,380</u>	<u>318,425</u>	<u>8,232,805</u>
Net assets at end of year	<u><u>7,430,019</u></u>	<u><u>4,393</u></u>	<u><u>7,434,412</u></u>

2010 Year-End Total Receipts by Donor Source

- Individuals - 63%
- Churches/Ministries - 16%
- Foundations - 11%
- Businesses - 7%
- Donor-Advised Funds - 3%



Functional Expenses

- Program - 81%
- Administrative - 11%
- Fundraising - 8%

