

# 100 Shares

T A M P A B A Y

## MINISTRY GRANT REPORT

Name of organization: Man Up and Go

Date of report submission: 3/17/23

In fulfillment of September OR Final Report (include year): Final Report

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Name of individual filling out Grant Report: Jeff Ford

Title: CEO

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Date Grant funds were received: April (Please add year) 2022

Grant amount received: \$100,000

Total grant amount spent to date: \$92,637.47

Grant amount remaining: \$7,362.53

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Purpose of Grant (Please copy and paste from Page 1 of Grant Application submitted):

Currently no formidable Christ-centered initiatives exist in the Bay Area that recruit, train, and disciple churches to teach their men how to fight for the fatherless (Isaiah 1:17). This grant will enable us to create plug-n-play content, resources, and tools that will equip churches to do just that. Utilizing technology and thought-leader content will help churches produce men who: 1. Support current foster/adoptive children/families; 2. Reduce future fatherlessness by discipling aged-out foster children.

## **GRANT USE SUMMARY**

*Please answer all questions below as they pertain to your ministry and grant request. If a question does not apply, please enter "N/A" rather than deleting the question.*

1. Compare original objectives/timeframes with actual results. Explain any variances.

No change in objective. We are ROCK solid!

We are still slightly behind where we had hoped to be in terms of production, but we've made up significant ground since our last report. The filming has commenced, curriculum is developed, the naming/branding is almost finished, and the website infrastructure is in place. We had hoped to have a finished product by the 100 Shares ceremony in April, and while we won't be entirely done, we'll have a tremendous video update to share, including the fact that Tony Dungy signed on for one of our teaching segments!

The biggest variances you'll see on the budget are as follows:

1. When we realized "Fight Club" was not going to be a plausible name due to potential future legal issues, we decided to hire *vers*, a Christian digital design agency to help us navigate the brand. Because of this, we will have added consultancy fees of around \$18,000 once the project is done. This is triple the budget for *Advertising, Marketing, Consultant Fees* than we had anticipated (reflected in D11). Despite the cost, they have been a DREAM to work with and we are ecstatic about what the final result will be.

2. The biggest variance is in the *Production training (online courses and in-person training)* line item. While our Digital Storyteller is running point on the project, we realized that we needed more professional help to pull this project off to the degree of excellence we wanted. So we have shifted dollars for Equipment and Software to Production Training, and instead have used that line item to hire LightFoster

(<https://www.lightfoster.com>), a video production studio. Juan and his team are LEGIT, and we couldn't recommend them more highly in terms of production.

2. Explain the specific ways that this grant has helped you to expand significantly or propelled your ministry forward. Please include specific examples.

As we said in our last report, it has allowed us to purchase much needed technology and equipment that has undergirded our infrastructure among our staff. Three laptops, two high-end cameras, lighting, hard drive and cloud storage, content subscription services, and other technology purchases have increased day-to-day production capacity and a marked increase in video/print quality for our Digital Storyteller.

Additionally, we are putting together the highest quality video production for the curriculum, in addition to world-class brand research and development. Because we had to change the name of the product, it was imperative for us to get the name and brand right, which we have done in PATROS (Greek for "fathers," or "one who acts in a paternal way.") We have been able to secure some amazing talent— Former Speaker of the FL House, Chris Sprowls; Christian hip-hop artist, KB; and Super Bowl winning coach, Tony Dungy— and believe the end product is something that churches will use for the next decade to get their men fighting for the fatherless as Jesus commands!

This online resource for churches is a game-changer! We can't overstate how important this is for the mission God has given us. We will no longer be geographically bound. The online nature of our resource will allow every church in the Bay area to have men engaged in the fight for the fatherless without a Man Up staff person physically present. This not only can exponentially expand our reach in terms of mobilization, but we believe will provide future financial resources as more and more churches/believers hear about the work we're doing. So exciting!

3. Based on the measurable project goals and methods of evaluation on your original grant application (Question #12 on the Grant Application), how has this project measurably expanded an existing initiative or established a new initiative?

This is a completely new project for us. Without the grant, there is no way we could've launched out and tackled something this big. We have all of the curriculum written for this project and are in the second half of the production side. The second goal is in process and will not be completed until the video production is completed. Our new completion date goal is 6/30/23. As for the 25 churches, so far only 2 churches are specifically aware of what we're doing. However, *vers* is designing a leave-behind for us to use with churches in a "pre-launch" phase that will start in mid-April and run through the end of June. During that time we will be completing the other 23 church visits.

4. How have the grant funds furthered evangelism and discipleship in your local community?

For us, this resource will be THE KEY discipleship tool for churches on how to resource the men in their churches to fight for the fatherless. If you ask pastors in the know or folks like Godly Daniel with A Door of Hope, there are not any resources out there that appeal to men in this area of foster care/adoption. Given Tampa Bay is still #1 in terms of children removed due to abuse, abandonment, or neglect, PATROS is such a needed resource for churches to be able to adequately engage their men. Many churches want to get upstream of this issue but simply don't know how. We are solving that problem with your help!

5. What impact has the grant had on the population you serve? Your staff? The community?

As stated earlier, the grant has engendered confidence among our staff, Board, and volunteers to talk boldly about the need for a discipleship resource for men to fight for the fatherless. When we're able to tell donors, Champions, and other vested parties, it gives us credibility and assurance that investing with Man Up and Go will pay dividends. Although the resource isn't available yet, our service population has benefited from increased efficiencies, better communication, and more consistent storytelling (via social media and

traditional media) due to our technology upgrades. For instance, the following two videos were made with equipment purchased from the grant dollars:

- [https://www.youtube.com/watch?v=orr1053l\\_mo](https://www.youtube.com/watch?v=orr1053l_mo)
- <https://www.youtube.com/watch?v=C0kIISwT8XM>

6. What were the primary lessons that you and your staff learned from this grant project?

As I said in the previous report, the primary thing we learned was to be specific about our ask. Our Champions and donors need to be inspired about what the money is doing to further the mission. This process allowed us to dream about what could really move the needle in reducing fatherlessness and fulfilling our mission of mobilizing men to fight for these fatherless kids.

We also learned that if we stay true to our mission, God will bless it and provide. Who would've thought 100 women would support an organization that was all about discipling men? But in God's providence, our obedience was met with His incredible provision from an unlikely source (at least from the world's vantage point), and He received a double portion of glory because of it!

7. Based upon current conditions, are there things that you would do differently in utilizing the grant award? If so, what?

As I mentioned in the last report and above, the vision for this project hasn't changed a bit. We know exactly what it needs to be. However, turns out filming/production has more challenges than we realized and some of the technologies/efficiencies we needed to improve upon organizationally to make this project work were unexpected. Had we to do it over (knowing what we know now), we would've allotted more dollars for production, started filming sooner (instead of trying to finish the curriculum first), and factored in the need for case and volunteer management software baked into the

resource. Additionally, we will most likely be around \$175k for the project when it's all said and done. However, without the 100 Shares grant, we would've never started. We are so incredibly grateful for all you have done to make this dream a reality!

8. If the grant project is part of a larger campaign, please provide a status report on the campaign. N/A
  
9. If the project involved collaboration with other organizations, please comment on its effect on the project. N/A