



T A M P A B A Y

MINISTRY GRANT REPORT

Name of organization: VU VI VO Ministries

Date of report submission: March 31, 2025

In fulfillment of September OR Final Report (include year): 2025

Name of individual filling out Grant Report: Cammie Elliott

Title: Ministry Director

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Phone Number: 971.221.8501

Date Grant funds were received: April 26, 2024

Grant amount received: \$42,082.40

Total grant amount spent to date: \$29,429.08

Grant amount remaining: \$12,653.32

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

To provide funding for evangelism and discipleship through our Future Initiative focused on reaching de-churched and un-churched 18-30 year olds in the Tampa Bay area.

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.

On target – The podcast portion of this initiative unfolded as planned, on target and on time. Our ongoing public events unfolded as planned, on target and on time.

The outreach events portion of this initiative did not take place as planned. Our major outreach event was planned around the Gasparilla Music Festival (GMF). Unfortunately, the GMF was canceled this year which fundamentally disrupted our planned outreach including the live GMF event, live podcast event and marketing campaign.

Room for improvement – Our public outreach and marketing was focused on one large public event. We still believe participating in and having a presence at significant cultural events is the most effective way to reach young adults. In the future, we would stand up our own V3 events rather than relying on outside partners to execute their event plans. An example of this would be our Art Unveiling in December 2024, hosted at Oxford Exchange. This was a V3 event that effectively reached young adults, was hosted publicly and executed by our team.

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

Support from the 100 Shares Grant allowed us to invest in critically needed equipment and technology in order to produce our podcast content. Microphones, computers, cameras and podcast accessories were all provided by this grant. Digital outreach continues to be a sustainable and effective way for V3 to make connections to young adults in our increasingly time pressured and technology-centered culture.

Additionally, support from the 100 Shares Grant provided the opportunity for us to create a sustainable point of connection for young adults searching for answers to questions about embodying Christian faith. Introducing the Wayfarer Podcast Initiative also propelled V3's ministry in Tampa Bay forward by creating broad ongoing exposure to our overall ministry. One young woman who regularly engages the Wayfarer Podcast, began attending the in person events (Wayfarer Tampa) and recently RSVP'd to another V3 event outside of the Wayfarer initiative. She has now become a supporter of V3's ministry because of the impact.

Finally, we were able to host in person monthly public gathering events at Buddy Brew on Kennedy (Wayfarer Tampa). These events served to build and deepen connections to young adults in the Tampa Bay area. They also allowed us to develop important data on the most effective ways to help young adults find and connect to Christian community in the Tampa Bay area. While in person events provide the best opportunity for discipleship, it is increasingly challenging to offer these events in culture due to the limited availability and cost of renting venues. Young adults are also experiencing greater and greater pressures and demands on time. These are challenges that the Wayfarer Initiative is helping V3 understand as we continue to minister to young adults in the Tampa Bay area.

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?

The 100 Shares Grant allowed us to grow a new digital ministry focused on reaching young adults (Wayfarer Podcast) from a baseline of 0 reach to the following:

1. The Wayfarer Podcast was downloaded 1,039 unique times in full audio format.
2. Full episodes of the Wayfarer Podcast were viewed in video form 1,770 times.
3. Short segments of the Wayfarer Podcast covering topics was viewed 18,731 times on YouTube.
4. Short segments of the Wayfarer Podcast was viewed 105,186 times on Instagram and 43,354 times on Tik Tok.
5. The total reach of the Wayfarer Podcast was 170,080 views covering a broad range of topics and questions on the Christian faith including: discipleship, surrender, adoration, doubt, fear, temptation, pride, malaise, excess and resentment.

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

These grant funds are connecting our ministry with young adults who are open spiritually and seeking but may have never connected with our ministry or a local church before.

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

This grant has facilitated a much broader reach and greater access to young adults and has helped to disciple and develop young leaders on our staff. It has also helped us to sharpen our overall ministry aim and made us more committed to strategic evangelism.

One example of this impact is the story of a young man in his 20s who serves as a firefighter for the City of Tampa. This young man was searching for connection in a community of young Christians and found the Wayfarer Initiative through an invitation made by one of the Wayfarer Podcast cast members. The young man connected at one of the Wayfarer Tampa events, attended a V3 Worship event and was then encouraged to join a local church, which he has. This is exactly the impact our team was praying for.

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

The 100 Shares Grant helped our team clarify the most effective and sustainable methods we have available to reach young adults in the Tampa Bay area. We learned that V3's team is capable of designing and executing large public events that effectively reach young adults. Finally, we learned that V3's broader ministry to express the life and beauty of the gospel through the arts is powerfully effective at communicating the gospel to young adults. We are going to focus ministry efforts building bridges and leveraging this unique strength of V3's ministry.

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

Due to the unexpected cancellation of the Gasparilla Music Festival, we did not utilize a significant portion of our 100 Shares Grant funding. To steward the grant dollars prudently, we held back marketing dollars, did not execute a live podcast event and did not participate in the Gasparilla Music Festival. Rather than attempt to find another public event or outside partner, we would use these funds to host public events and ministry designed and executed by V3's team directly.

8. If the grant project is part of a larger campaign, please provide a status report on the campaign.

NA

9. If the project involved collaboration with other organizations, please comment on its effect on the project.

NA

Dear 100 Shares Grant Members,

As mentioned in our report, our team faced the unexpected cancellation of the Gasparilla Music Festival which significantly disrupted our public outreach to young adults. As a result, we have grant funds remaining to direct toward young adult outreach and ministry designed and executed by V3's team. We request your permission to use these grant funds to continue the good work God began through the Wayfarer Initiative. Our team is already planning 4 public ministry events in 2025 that align with the aim of our grant request and the funds would be spent in the same category as our grant request: events, marketing and supplies / equipment.

We are honored to partner with 100 Shares and our team is grateful for the investment provided through this grant. We look forward to stewarding the remaining funds according to the request above or returning them at your direction.

Thank you for partnering with VU VI VO to express the life and beauty of the gospel. We look forward to the April spring luncheon.

In His Service,

Zach, Cammie and the V3 team