

# 20 21

## ANNUAL REPORT

Standards of Excellence  
in Short-Term Mission



**SOE.**  
STANDARDS OF EXCELLENCE  
IN SHORT-TERM MISSION

Making Mission Trips Better.  
Because organizing and leading  
mission trips is hard.



## Board of Directors Officers



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**Board Chairman**  
Assistant to US Director,  
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Associate Professor of  
Missions,  
Taylor University



## Letter from the CEO

If asked to give 2021 a name, "The Year of Coming Together" sounds like a great title. Or maybe "A Time When More **REALLY** is Better."

That's because after several years of discussion, prayer and a lot of teamwork, April 2021 marked the beginning of a great family of ministries. This is the time when several organizations, each one impactful on its own, could now enjoy the power of combined staff, combined resources and a broader reach to churches and mission fields.

SOE (Standards of Excellence), Mission ConneXion and ShortTermMissions.com became one exciting family of ministries.

We praise God and we celebrate 2021 as 1) the year when we came together, and 2) we can now do much more than ever before!

We also praise the Lord for YOU, for praying, giving and supporting the important work of each of the ministries over this past year. You make a difference!

With love and excitement,

Brian Heerwagen, CEO  
Standards of Excellence in Short-Term Mission  
[www.soe.org](http://www.soe.org)

# 2021 Ministry Summary

## PROGRAM SUMMARY

Like most of you, 2021 was a year of transition. We saw the impact of COVID on gathering and travel begin to shift mid year, and we were able to lead the way for our members as they responded to the changing guidelines. We utilized the online format to deliver our training and held our first online conference reaching people around the world who would not normally be able to travel! As restrictions loosened and mission teams began to travel, we led the conversation with our members of how to handle COVID vaccine requirements, new paperwork and policy requirements because of the possibility of quarantines, and the ever-changing insurance environment. The SOE community was never a more valuable resource than in 2021!

**Each number below represents a gift from God!**

SOE Member Organizations	156
Participated in SOE Training	135
Held our first online conference for short-term mission mobilizers, hosts, leaders, and goers	

## FINANCIAL SUMMARY

### INCOME

Contributions & General Support	\$405,016.83
Direct Missions Team Support	\$71,907.00
Various Team Fee Revenue	\$3,305.90
Product Sales	\$808.06
In-kind-Contributions	\$22,332.00
Membership	\$18,510.56
Training/Coaching Revenue	\$17,486.07
STM.com Revenue	\$41,406.38

**TOTAL REVENUE \$580,772.80**

### EXPENSES

Program	\$471,627.68
Support & Administrative	\$108,700.95

**TOTAL EXPENSES \$580,328.63**

Change in Net Assets	\$298,675.00
Beginning Net Assets	\$110,517.00
Ending Net Assets	\$409,192.00

## Board of Directors



**Bill MacLeod**  
Executive Director,  
Mission ConneXion



**Brian Heerwagen**  
CEO,  
Standards of Excellence



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& Women's Ministries,  
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**Marti Wade**  
Editorial Director,  
Pioneers USA



**Randy Schmor**  
Gateway Director,  
North American  
Baptists, Inc.



## Vision Statement

Standards of Excellence in Short-Term Mission assists mission sending and receiving entities in pursuing excellence for effective Kingdom service.

## Mission Statement

Standards of Excellence in Short Term Mission is a catalyst for excellence in all short-term mission endeavors by the promotion of the Standards through training, membership, accreditation, resources, facilitation, and donor connections.

## Standards of Excellence in Short-Term Mission

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*Now representing a family of  
ministries with MissionWorks  
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