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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.





"Meeting with the SOE staff for their training taught me a lot. Being able to listen, and exchange opinions, with those who were part of the SIW was inspiring for me. It was a very enriching experience that definitely helped to develop my STM work."

Jennyfer Valdes
Merge Trip Facilitator
Panama



Letter from the CEO

Flattening the curve. Community spread. Herd immunity. Super-spreader. Social distancing. In 2019, these didn't mean much to any of us. But After 2020 and the effects of the pandemic, these are now household terms. Over the course of only one year, we have faced a more complex time than ever with global health issues, political chaos, concerns over racism and justice, bizarre weather events, and more. But God was not surprised any of these things and He redeems all circumstances even as He draws people to himself.

As it turns out, SOE has had a much busier year than normal, even though STM came to a temporary screeching halt during the pandemic. People everywhere wanted help with the many details that come with postponing or canceling short-term mission trips. And leaders in churches, schools and organizations have been taking advantage of this "forced pause" to evaluate their programs and make all the changes possible.

What an exciting year for our staff and board as we help so many people work at "making mission trips better"! This is a big part of what makes us tick! **Praise the Lord for YOU, for praying, giving and supporting the important work of SOE. You make a difference!**

With love and excitement,

A handwritten signature in black ink that reads "Brian Heerwagen".

Brian Heerwagen, CEO
Standards of Excellence in Short-Term Mission
www.soe.org

2020 Ministry Summary

PROGRAM SUMMARY

Like most of you, 2020 was far from what The SOE board and staff ever expected. Yet, God's grace has never been so evident! We found the ministry of SOE more relevant than ever as our members looked to us and our community for guidance, answers, and support. Many churches and organizations evaluated their mission trips and partook in training. We're so thankful for our members who persevered in the Great Commission, and for our many prayer and financial partners who join with us to make up the SOE community.

Each number below represents a gift from God!

SOE Member Organizations	162
Participated in SOE Training	183
COVID-19 and STM Webinar Participants	600+

FINANCIAL SUMMARY

INCOME

Contributions & General Support	\$335,412.32
Direct Missions Team Support	\$68,437.86
Various Team Fee Revenue	\$7,544.98
Product Sales	\$3,432.22
In-kind-Contributions	\$19,964.00
Membership	\$18,378.65
Training/Coaching Revenue	\$25,532.66
STM.com Revenue	\$18,615.76

TOTAL REVENUE \$495,318.45

EXPENSES

Program	\$334,344.94
Support & Administrative	\$51,380.25

TOTAL EXPENSES \$385,725.19

Change in Net Assets	\$75,671.00
Beginning Net Assets	\$34,846.00
Ending Net Assets	\$110,517.00

Board of Directors



Don Johnson,
Board Chairman
Assistant to US Director,
SEND International



Brian Heerwagen,
Board Vice-Chairman
Chief Executive Officer,
Standards of Excellence



Jesse Kroeze,
Board Treasurer
Executive Director,
Touch the World



Jenny Collins,
Board Secretary
Associate Professor of
Missions,
Taylor University



Charlotte Kassis,
Substitute Teacher,
Travel/Guest Worship
Leader



Isabel Lee,
Minister, Global Outreach
& Women's Ministries,
Chinese Bible Church MD



Jolene Erlacher,
Founder,
Leading Tomorrow



Larkin Briley
Transformational Project
Strategist in the Office of
the President,
Belmont University



Marti Wade
Editorial Director,
Pioneers USA



Randy Schmor
Gateway Director,
North American
Baptists, Inc.



Steve Ingram
Volunteer Board Advisor,
Association Management
and Consulting

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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I just wanted to say thank you for the webinar. I have been in conversations with you all at SOE and it has been awesome. There are some very good conversations going on out there and you all have been doing a great job in facilitating those. I served overseas for about ten years receiving around 20 groups a year... and we have a lot of room for improvement in our organization and in the church in general. It is helpful to have these conversations with you all to confirm what I have been thinking as well as provide support for the paths we are planning.

--Steve
[webinar attendee]



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