



**IRSM
Annual Report
2016**



**Thank
You!**



Iron Rose Sister Ministries,
a 501c3 nonprofit public charity
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www.HermanaRosadeHierro.com
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ironrosesister@gmail.com

~ Equipping women to connect to God and one another more deeply ~

Message from Michelle J. Goff Executive Director, Author, International Speaker



The theme for my personal study and prayer this year is Listening. It is also the inspiration for our Destination Retreat in September (details on pg. 8) and for several small group studies I am facilitating here in Searcy.

One of the best parts about listening to God is the opportunity to partner with Him in what He is doing, where He is leading, and whose lives He is touching.

Thank you for “listening” through this report, to what God is doing through Iron Rose Sister Ministries (IRSM)!

God has called us to ***equip women to connect more deeply to Him and one another***, thus redeeming our families and churches for God.

A student I am mentoring recently asked, “What is your long term vision for the ministry? And what growth are you most excited about?” My answer to her included some of the following points:

- 1) **YOU!** And other **interns/mentored students** like you are a big part of what I am most excited about and where I see us growing more in the future. Our proximity to Harding University has facilitated even more of these opportunities.
- 2) **Opportunities to teach.** I truly love to share my passion for God and the love He has for people through the teaching of His Word. What better way to do that than **teaching to teach?** Through various training opportunities, we are equipping others, following Christ’s model (2 Tim. 2:2).
- 3) **Bible study and women’s ministry resources.** The third books is out! And the fourth is in the works! We want to make the interactive books that I author and other equipping materials we prepare more readily available to even more women.
- 4) We are developing a **new series**, *Rosebud Studies*, specifically designed for beginning Bible learners—the essential and initial teachings of Scripture.
- 5) Doors are opening for our resources to be available in Portuguese. Our initial focus continues: **addressing the spiritual needs of women in English and Spanish** and in multiple cultural contexts across the Americas, but we are listening to God’s guidance and the needs of other women.
- 6) **Small Groups, Seminars, Missionary Care**, and other areas we have emphasized in the past continue to be a priority as God stretches us to answer the call and to equip other women in new areas.

Are you excited with us? Please join us in our **prayers for wisdom and God’s provision, as we listen to Him.**

And thank you for rejoicing with us in all God has done in 2016, shown in the pages of this report.

Thank you for your prayers and support!

Your humble servant,
Michelle J. Goff

**Ladies’ Class
Cochabamba, Bolivia
Family Camp**



What IRSM is Doing and Why



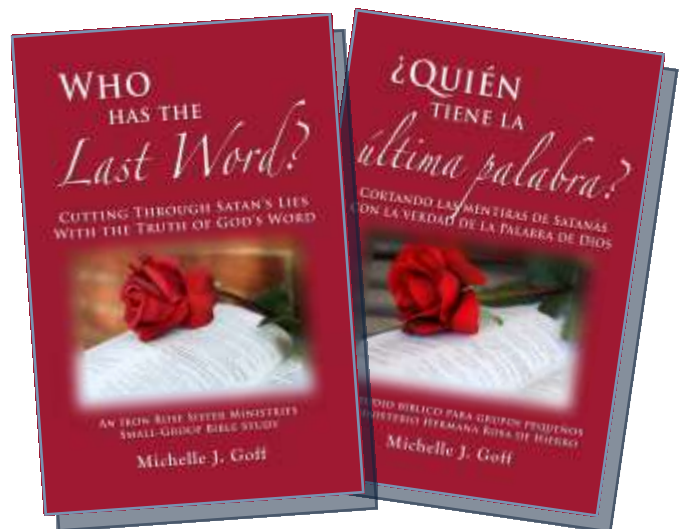
Why? Because women are hungry for **authentic relationships** and seek someone to model them, and provide the tools to make them happen!

Quotes from women about the most recent interactive Bible study book released
Who Has the Last Word? Cutting through Satan's Lies with the Truth of God's Word

"This book spoke to me on so many levels through real life examples of people struggling with the lies we all face, and the truth of God's Word that can strike down those lies. Michelle has a gift for explaining deep truths in an easy-to-understand way. Everyone will come away with something from reading this book!" ~**Erica Peck**, young mom

"This study has helped me to face some of my worst fears that Satan has created, by providing the tools to recognize the lie and replace it with the truth of God's Word."

~ **Katie Lynn Finch**, Harding University student



Women of all ages participate in events and small group studies as Iron Rose Sister Ministries (IRSM) **facilitates and models authentic relationships**—providing the tools to equip women to connect to God and one another more deeply.

We're excited to share with you in this report all God has done in the past year!

Board of Directors and Local Congregation

Katie Forbess, President
Linda Murphy, Secretary
Cynthia Cedeño, Treasurer

Roberto Batres
Daniel Mata
Downtown Church of Christ, local congregation

Carla Sumner

2016 by the numbers

Seminars:

U.S.—10 **seminars** in Eng., 6 in Span.; 2 bilingual
Latin America—12 **seminars**

Women's Bible Studies:

3 local **Small Group Bible studies** (2 Eng; 1 Span)
Release of **3rd Bible study book** in English & Spanish
More than 500 **books subsidized** to Latin America
Weekly teleconference class on *Human AND Holy*

Women's Ministry Resources:

More than 12 individual **counseling** or ministry
consultation sessions
6 IRSM **booths** at conferences

Mentoring: 2nd IRSM summer **intern**

Bible study for **students** in Michelle's home



Who is involved in IRSM? We need YOU!

We cannot do this alone! *We need volunteers in these areas:*

- Event planning
- Blog writing
- Marketing and promotion
- Graphic design
- Editing/review of materials
- Social media updates
- Starting a small group study in your area
- IRSM representative in your area
- Financial contribution
- PRAYER!

Use your talents to bless women! There are many other opportunities and ways to serve.



*We want YOU to be
a part of IRSM!*

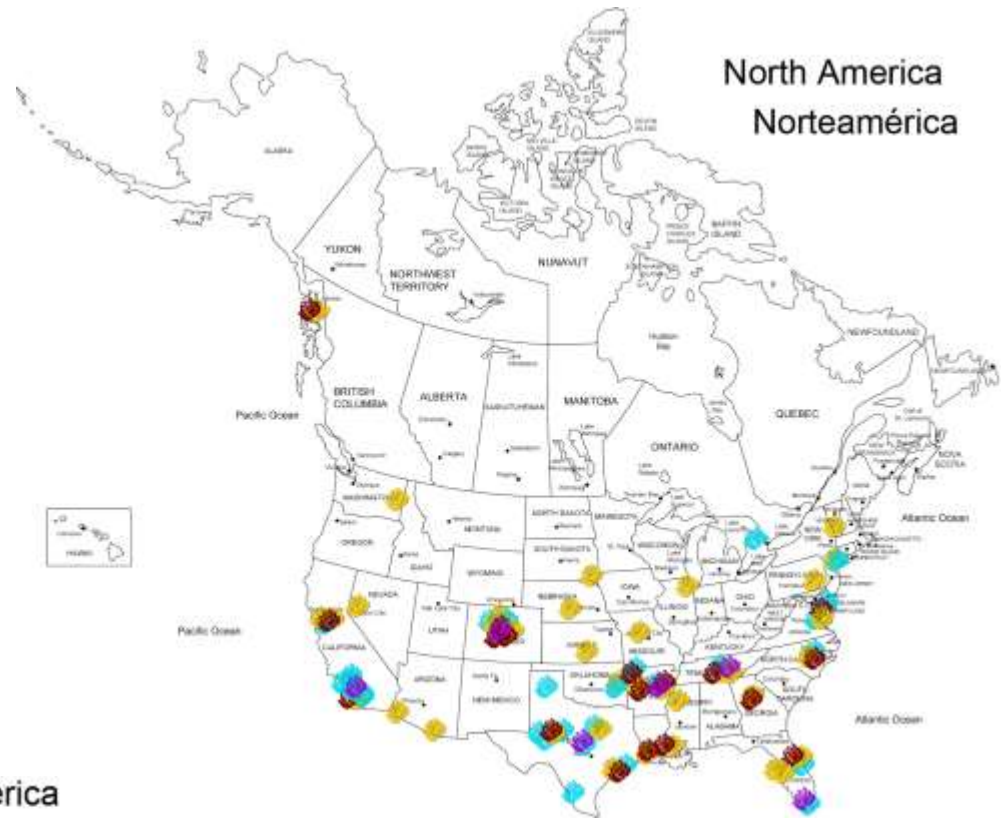
*Many hands working together
accomplish beautiful things for God!*

2016 Seminars

Lesson	Location	Date	Eng	Span	# of women	# of cong
La salud espiritual de la mujer	Jose Dolores-Nicaragua	Jan-16		X	30	1
3 etapas del amor de Maria	Francisco Meza-Nicaragua	Jan-16		X	50	1
Victoriosas y gozosas en la batalla	Francisco Meza-Nicaragua	Jan-16		X	54	1
La salud espiritual de la mujer	La Granada-Nicaragua	Jan-16		X	24	2
La salud espiritual de la mujer	La Habana-Nicaragua	Jan-16		X	50	2
Victoriosas y gozosas en la batalla	San Marcos-Nicaragua	Jan-16		X	46	7
La salud espiritual de la mujer	Francisco Meza-Nicaragua	Jan-16		X	36	1
This is My Story	Downtown-Searcy	Feb-16	X		100	1
Enamorándose de Jesús	Geyer Springs-Little Rock	Feb-16		X	18	2
Falling in Love with Jesus	North County-Escondido	Mar-16	X	X	150	3
Human AND Holy/Iron Rose Sisters	WOGG Brunch-Atlanta	Mar-16	X		100	7
Small Groups	Grace Chapel-Cumming, GA	Mar-16	X		8	1
Women's Spiritual Health	Grace Chapel-Cumming, GA	Mar-16	X		36	1
Human AND Holy	WOGG tele-class	Mar-16	X		24	7
Women's Ministry & Missions	HU Women's Ministry classes	Mar-16	X		60	12+
Denim & Pearls	Village-Hot Springs Village	Apr-16	X		200	10
Perfeccionándose para servir	Rural Hill-Nashville	Apr-16		X	120	4
Tal como Dios te hizo	Manna-Dominican Republic	May-16		X	12	1
Una actitud de descanso	Florida workers	May-16		X	16	8
Lecciones de David y Saul	Pompano Beach, FL	May-16		X	20	2
Enamorandose de Jesus	University-Abilene, TX	Jun-16	X	X	45	3
En las manos del Jardinero Divino	Equip Conference-Orlando, FL	Jul-16		X	60	6
Filipenses-Cristo	HTI-Chichicastenango	Jul-16		X	76	15
Filipenses-Gozo	HTI-Clinica Ezell	Jul-16		X	28	6
Enamorándose de Jesús	Amor Sin Temor-San Cris, Guat	Jul-16		X	45	3
Esfuércete y sé valiente	Springdale, AR	Sep-16		X	32	1
Hispanic Sisters and Latina Friends	HU Lectureship	Sep-16	X		30	12+
Crossing Pews and Crossing Borders	HU Lectureship	Sep-16	X		15	7
La comunicacion	Cochabamba-Bolivia	Nov-16		X	40	7
La salud espiritual de la mujer	Lima-Peru	Nov-16		X	70	5
Sisters Connected in Christ	John 3:17 Ministry	Nov-16	X		50	2
TOTALS					1650+	141+







***JOY in Philipians
with Quiche sisters in
Chichicastenango,
Guatemala
July 2016***



North America
Norteamérica

Key

-  2017 Conference
-  Past Conferences
-  English study
-  Spanish study

Central America Centroamérica



South America
Sudamérica



***Where IRSM has
a presence
across the Americas
Over 2,500 women
reached each year!***



**What is
IRSM
about?**

It's all about equipping women to rise up and use all their talents to bless other women!

Women in Lima, Peru, use their talents to **decorate** and prepare **food** for the Ladies' Day event (above).

Eufemia and Maruj (right) shadow Michelle in Managua, Nicaragua, and are the ones **teaching** others by the end of the week!



***Thank you!
for helping impact lives for God.***



Teaching to teach...

No matter where she is called to serve, Michelle enjoys teaching the Word in ways that equip women to be the ones to pass on that teaching to others (2 Tim. 2:2).

Katie Lynn Finch, IRSM summer intern 2015, takes what she learned and applies it during her internship in Guatemala summer 2016. Michelle was able to visit that work in July, witnessing how God has used these women to continue teaching to teach.

Small Groups

Transformation takes place when we deepen our relationships with God and one another—often accomplished in the context of small groups.

Women in **Guatemala** share in small group discussion and study after a lesson taught by Michelle.



Other Good News from 2016



Interview on National Nicaraguan TV

Michelle was interviewed for Nicaragua's version of the Today Show about women battling depression, the conferences she would be teaching in the capital city, and IRSM resources. The live question and answer portion and entire eighteen minute segment is available on IRSM's YouTube channel.

Two Summer Interns

Rebeca Martinez and Dena Moore served with IRSM, especially during the trips to Orlando, FL and Abilene, TX—bilingual events.



Renewal Retreat

Hispanic Women Workers in South Florida learned about and practiced *An Attitude of Rest*.



Radio Program in Spanish

Luz para las Rosas (Light for the Roses) is a 2-3 minute radio spot for women recorded by Michelle in Spanish and shared on *La Voz Alegre* (World Christian Broadcasting Spanish Program).

Recordings are also available at www.LaVozAlegre.com



Bi-annual Destination Retreat

Plans have already started and volunteers are stepping up for our second Destination Retreat.

Most of IRSM's resources are available by partnering with each local congregation. This is an IRSM-hosted event that serves as a model and teaching tool on a local level with volunteers, interns, as well as a training and enrichment opportunity for all the women who attend from other locations. Join us Sept. 15-17, 2017!



Iron Rose Sister Ministries
Destination Retreat
IronRoseSister.com

September 15-17, 2017
Camp Areopagus, Conway, Arkansas

IRSM Tools Available

- **Interactive small group Bible studies** available in both English and Spanish: *Human AND Holy, In God's Right Hand: Whom Shall I Fear?* and *Who Has the Last Word Cutting through Satan's Lies with the Truth of God's Word*
- **Blog** on our websites that provide devotional thoughts, encouraging messages, testimonies, challenges, Scripture, reflections, etc.
- **Seminars** (English, Spanish, or bilingual)
- **Small group training**
- **Consultations** for individuals and women's ministries
- **ePetal study** (stand-alone study available for download, online-only)
- **Internships/Mentoring**
- **Missionary Care**



Missionary Care

Missionary care is another resource offered by IRSM. Since Michelle is a former missionary, she is able to minister to and empathize with other missionary women and their families.



**Leah Mayhall,
Downtown CoC
missionary in
Dominican Republic**

**Maribel Preciado
Village CoC missionary in
Pompano Beach, FL, with
husband, Carlos**



**Jonathan, Bani
& Andrew Cooper
in Lima, Peru**



**Trish Sandoval,
missionary to
Cochabamba,
Bolivia, with
husband, Butch**

Future Plans

Speaking Engagements 2017:

- February 3-4, **Downtown Ladies' Retreat**, Searcy, AR, *Be Still and Know*
- February 18, **Webinar** with Texas International Bible Institute
- February 24-25, **WINGS**, Harding University, *You are HERE*
- March 8, **Northwest Church of Christ**, Denver, CO, *Who Has the Last Word? Kickoff*
- March 24-26, **Ret's Retreat**, Marble Falls, TX, *Overcomers* (Bilingual)
- March 31-April 1, **Hardin Valley Church of Christ**, Knoxville, TN, *Delight!*
- May 2-5, **Pepperdine Bible Lectures**, Malibu, CA, *3 classes in Spanish*
- May 17-20, **Baxter Lectureships**, Tegucigalpa, Honduras, *Mujeres que tuvieron un encuentro con Jesús*
- May 27, **Honduras Hope Ladies Day**, Tegucigalpa, Honduras
- June 3, **West Broward Church of Christ**, Miami, FL, *Women's Spiritual Health* (Bilingual)
- June 6 & 7, **Holly Hill Church of Christ**, Daytona Beach, FL, *English and Spanish classes*
- June 21-28, **Santiago, Chile**
- June 28—July 5, **Lima, Peru**
- July 19-21, **Robinson Ave. Church of Christ**, Springdale, AR, *Area-wide youth retreat*
- August 3-9, **Cuba**
- September 24-27, **Harding Lectureships**, Ladies' Classes
- October 21-29, **Conexiones**, Missionary Women's Renewal Retreat, in partnership with Great Cities Mission, in Antigua, Guatemala

Lives touched. That is what it is all about. IRSM serves to touch women's lives: *encouraging, inspiring, and equipping them to connect more deeply to God and one another.*

Women's Bible Study Resources:

- 4th book to be released in English and Spanish in 2017:
Called to Listen: 40 Days of Devotion
- Additional resources are being made available through our websites
- Coming Soon! *Rosebud studies: The initial and essential teachings of Scripture*

Internships:

- Bilingual student, summer 2017, Mackenzie Lancaster
- Year-long mentoring of various volunteers
- Students, families and other women traveling to share and be equipped



IRSM Goals

- **Facilitate Christian sister relationships that will be like iron sharpening iron (Prov. 27:17), encouraging and inspiring each other to be as beautiful as a rose in spite of a few thorns.**

Women want to be in authentic relationships.

Women with strong Christian walks bless families, reach out into the community, strengthen churches, and impact the kingdom.



Michelle J. Goff and Katie Forbess, IRSM Board President, are examples of Iron Rose Sisters

- **Produce women's Bible studies simple enough for anyone to lead and deep enough for everyone to grow.**

Designed as interactive small group Bible studies.

Tools with which to grow on their own.

Model and facilitate authentic relationships.



**Mission Viejo, CA,
Sisters**



- **Conduct seminars, women's retreats, conferences...**

Small groups after each lesson make it personal and practical.

Equipping and inspiring through biblical teaching.

English-only, Spanish-only, and bilingual events.

Small groups after each teaching session (Enterprise Blvd CoC, Lake Charles, LA)

- **Create a network of Christian women and women's ministries across the Americas.**

Older women teaching younger women.

Crossing borders, languages, and cultures.

"I am not alone in my struggles."



From Juneau, Alaska, to Buenos Aires, Argentina

We need your financial support to make it all possible!

Your financial contributions have made it possible for:

Michelle to serve as a full-time missionary based on demographics, not geography.

Bible study books to be subsidized and shipped to Latin America.

More than 2,500 women annually equipped to connect to God and one another more deeply in 19 Spanish-speaking countries of Latin America and more than half of the 50 U.S. States.



The challenge:

\$6,000 for our Intern Program (bilingual summer intern and year-round internship opportunities, including travel and mentorship)

\$4,000 in monthly and one-time contributions to meet our 2017 budget goals and expand our online women's ministry resources

\$1,000 Destination Retreat additional expenses (Sept. 2017)

\$3,000 for *Conexiones* Missionary Women's Renewal Retreat in partnership with Great Cities Mission (Oct. 2017)

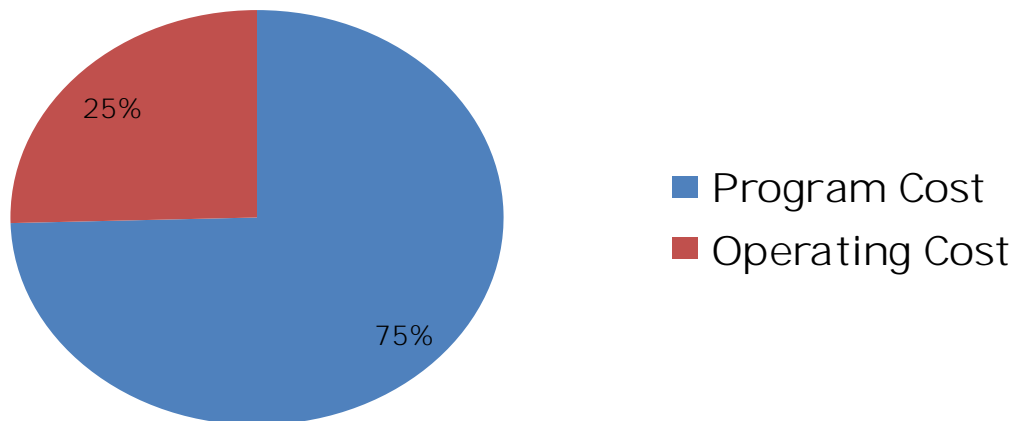
Thank you!

All tax-deductible contributions can be made online or by check made out to IRSM and mailed to PO Box 1351 Searcy, AR 72145

Please spread the word to other churches and families as well.

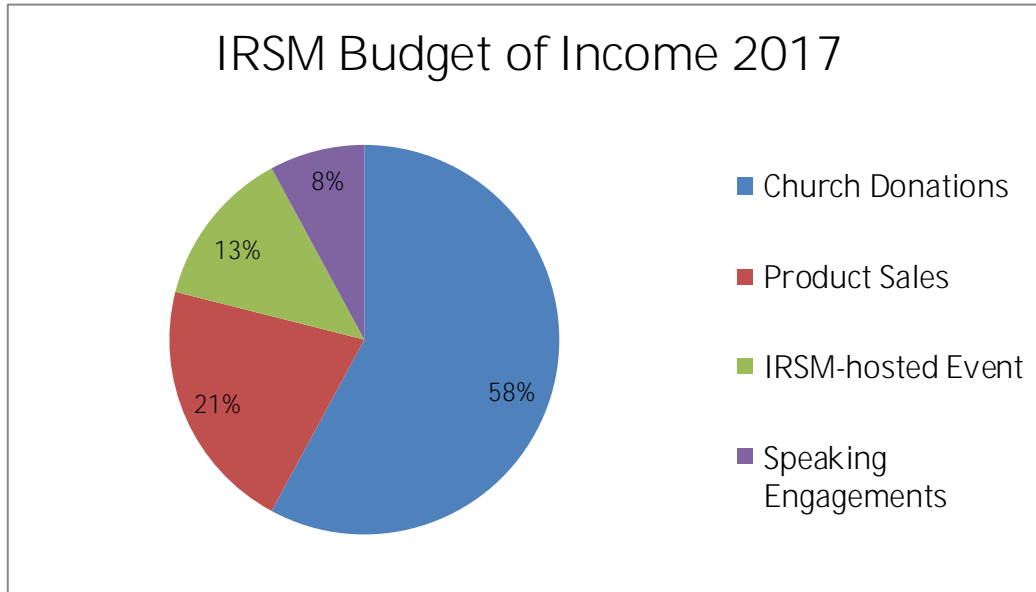
Financial Report (cont. on next 2 pages)

IRSM Budget of Expenses 2017



Details on page 14

Financial Report (cont.)



	Jan - Dec 16	2016 Budget	2017 Budget
Income			
Church Donations	23,790.01	8,000.00	22,000.00
Individual Contributions	40,716.34	42,000.00	45,000.00
Interest Income	0.00	0.00	
Other Income			
IRSM-hosted Event	20.00	0.00	5,000.00
Other Income - Other	99.97	0.00	
Total Other Income	119.97	0.00	5,000.00
Product Sales	9,167.81	8,000.00	8,000.00
Royalties	207.74	100.00	50.00
Speaking Engagements	4,343.48	3,000.00	3,000.00
Total Income	78,345.35	61,100.00	83,050.00
Cost of Goods Sold			
Donation of Books	289.92		200.00
Freight and Shipping Charges	1,204.19	2,000.00	1,500.00
Purchases			
Books	1,921.42	3,000.00	2,000.00
Promotional	935.95	250.00	1,000.00
Total Purchases	2,857.37	3,250.00	3,000.00
Total COGS	4,351.48	5,250.00	4,700.00
Gross Revenue	73,993.87	55,850.00	78,350.00

Financial Report (cont.)

Expense	<u>Jan - Dec 16</u>	<u>2016 Budget</u>	<u>2017 Budget</u>	% Program Cost	<u>2017 Budget Percentages</u>			% Operating Cost
Business Expenses								
Business Registration	0.00	100.00	0.00	0%	0.00	0%	0.00	
Total Business Expenses	0.00	100.00	0.00					
Contract Services								
Accounting Fees	50.00	150.00	50.00	0%	0.00	100%	50.00	
Outside Contract Services	0.00	0.00	500.00	100%	500.00	0%	0.00	
Contract Services - Other	34,000.00	24,000.00	30,000.00	85%	25,500.00	15%	4,500.00	
Total Contract Services	34,050.00	150.00	30,550.00					
Health Ins	4,401.21	4,200.00	3,552.60	85%	3,019.71	15%	532.89	
Operating/Program Costs								
Bank Service Charges	479.68	0.00	780.00	0%	0.00	100%	780.00	
Dues & Fees	95.00	300.00	100.00	0%	0.00	100%	100.00	
Marketing	89.72	2,000.00	2,500.00	50%	1,250.00	50%	1,250.00	
Merchant Fees	434.29	500.00	500.00	0%	0.00	100%	500.00	
Office Supplies	2,030.53	1,200.00	2,100.00	20%	420.00	80%	1,680.00	
Postage	2,273.80	1,600.00	2,500.00	60%	1,500.00	40%	1,000.00	
Printing	3,342.49	3,000.00	3,500.00	60%	2,100.00	40%	1,400.00	
Sales Tax	210.95	90.00	250.00	0%	0.00	100%	250.00	
Telephone	681.36	720.00	450.00	80%	360.00	20%	90.00	
Website/Computer	5,414.33	1,500.00	2,600.00	50%	1,300.00	50%	1,300.00	
Total Operating Costs	15,052.15	10,910.00	15,280.00					
Payroll Expenses	4,440.82	6,000.00	6,000.00	30%	1,800.00	70%	4,200.00	
Program Costs								
Events	157.19	200.00	200.00	100%	200.00	0%	0.00	
Intern	433.29	0.00	1,200.00	100%	1,200.00	0%	0.00	
IRSM-hosted Event	0.00	0.00	5,000.00	100%	5,000.00	0%	0.00	
Local Ministry	76.16	0.00	100.00	100%	100.00	0%	0.00	
Promotional	1,084.20	400.00	1,000.00	100%	1,000.00	0%	0.00	
Publishing	500.00	500.00	750.00	100%	750.00	0%	0.00	
Total Program Costs	2,250.84	1,100.00	8,250.00					
Travel - Intl	2,415.77	3,600.00	3,600.00	100%	3,600.00	0%	0.00	
Travel - US								
Promotional	1,460.46	1,000.00	1,200.00	100%	1,200.00	0%	0.00	
Speaking Engagements	1,515.53	2,000.00	1,600.00	100%	1,600.00	0%	0.00	
Total Travel - US	2,975.99	3,000.00	2,800.00					
Total Expense	65,586.78	53,060.00	70,032.60	75%	52,399.71	25%	17,632.89	

We love and thank our 2016 donors!

Donors \$5,000+

College Church of Christ
Searcy, AR
Downtown Church of Christ
Searcy, AR
Northwest Church of Christ
Houston, TX
Vaughn, Mark & Mandy

Donors \$2,000+

Brown, George & Barbara
Cedeno, Julio & Cynthia
Edwards, Paxton & Kim
Gilliam, David & Vanessa
Goff, David & Jocelynn
Mitchen, Richard & Melanie
Village Church of Christ
Hot Springs Village, AR
Wishart, Maxine

Donors \$1,000+

Ashton, Tim & Julie
Finch, David & Vicky
Gilliam, Bob & Dottie
Heitzenrater, Bob & Kathy
Holly Hill Church of Christ
Daytona Beach, FL
Wyatt, John

Donors \$500+

Davis, Caylene
Houtrouw, Shannon & Susan
Murphy, Dan & Linda
Snow, Delores

Donors \$200 - 499

Anderson, Brian & Maryellen
Bond, Eric & Kristi
Callahan, James & Connie
Gastineau, Zane & Carole
in honor of Maryellen Anderson
Juneau Church of Christ
Juneau, AK
Kenney, Leesha
McReynolds, Kenneth & Janet
Roby, Marilyn
Sanders, Kay

Donors \$100 - 200

Burt, David & Barbara
Clemens, Mike & Kathryn
Conley, Bill & Ava
Gibson, Ken & Terry
Guillory, James & Denise
Hubright, Jeff & Sherry
in memory of Betty Wyatt
Johnson, Keith & Renee
LeBoeuf, John & Vanny
Mitchen, Joe & Jane
Schell, Joe & Gail
Sumner, Ryan & Carla
Tudor, Joe & Debbie
Wuest, Mark & Laura

Donors up to \$100

Brinley, Tim & Rebecca
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Chaffin, Jack & Edith
Chalco, Jacobo & Marcelina
Clark, Kenny & Janet
Deffenbaugh, Ron & Amy
Evans, Ryan & Iliana
Folse, Dorinda
Hall, Helen
Hardy, Tad & Susan
Hayden, Randy & Mona
in honor of Brandon Sale
in honor of Charles Whorlow
in honor of David Gilliam
in honor of George & Barbara Brown
in honor of Lena and Elma
in honor of Lois Voyles
in honor of Maxine Wishart
in honor of Ruth Humphries
Landry, Charlie & Tierra
Magos, Manuel & Julie
Menzies-Delmas, Mary
Myli, Nancy
Perry, Susan
Pineda, Jorge & Maritza
Reyna, Alejandra
Richardson, Bill & Holly
Saunders, Nick & Lora Lynn
Thompson, Ray & Jane
Tucker, Blaine & Kate
West, Ann
Willwerth, Joy



Young women in Guatemala learning about true joy from Philippians

Other ways to donate:

- Select Iron Rose Sister Ministries as your charity of choice on *Amazon Smile*.
- Frequent flyer miles, buddy passes, etc.
- Your time and talents.