

Athanos Christian Ministry's 2012-2013 Annual Report

ACM's ministries closely coincide with the school year, with things beginning around September 1st and ramping up from there until May, when it winds down. In recognition of this fact, we put our annual report out in May/June of the year and it will cover the events 12 months previous and speak briefly to upcoming highlights. ACM's financial year, however, is aligned with the tax year, so the financial figures at the end of this document are for Jan 1st, 2012 - Dec 31st, 2012.

Highlights:

We had our third annual **online apologetics conference** with Dale Ahlquist keynoting and Dr. Gene Edward Veith, Dave Sterrett, and others returning such as Dr. Ryan MacPherson and Dr. Holly Ordway. The theme was "Using Story to Defend, Promote, Explain, and Transmit the Faith." There were about 160 participants, as I recall. The 2013 conference has Steven Mosher keynoting, with "Abortion and Apologetics" as the theme. We hope for a big jump in the conference numbers.

Our **online academy** was radically restructured over the course of the year. Changes were already on the way, but the loss of Dr. Ordway, who took a position at Houston Baptist, set our literary apologetics program back. It is now rebuilding, and even so, we are pleased that we will be issuing our first certificate in this program. Two other things have slowed the academy this year, but should pave the way for a better future.

First of all, we are charging more for our classes, which allows us to pay our facilitators something reasonable and still have something left over for operating expenses and marketing. We did not previously have this. This has knocked enrollment down significantly, but was expected.

Second of all, we have worked to allow for our courses and programs to be available year round, without putting an additional burden on our facilitators. This is harder to do than it sounds, but I think we are on our way. The bottom line is that instead of marketing our specific *courses*, we are now marketing specific *programs*, such as our apologetics and literary apologetics programs. People who enroll in these will enter into long term relationships with ACM, rather than the previous approach which connected with people for just a few weeks at a time.

Our **writing contests** accomplish a number of things for ACM. In the first place, they extend our vision of reaching people through the culture. We identify and reward excellent authors, and tangibly encourage them in their endeavors. But it also brings more people into our orbit for longer periods of time. We have many 'returning authors' who enter the contests but also more and more are sticking around long enough to soak in our vision and approach.

Derek Elkins won our 2012 Novel Contest and Chris Morrow was the runner-up. Both were extended offers for publishing. Morrow's "The Devil's Choir" was released Nov-Jan and is now being marketed. Elkins' "Life Unworthy of Life" will come out in April, 2013. We also enjoyed Chaka Heinze's "Under the Withering Sun", which did not win, but was very good, so we offered her a contract, too. Her book will be released this summer. In the meantime, we continue to press forward with Shirley Tucker's "Diamonds in the Dust." Also, we nudge along Joseph Keysor's "Hitler, the Holocaust, and the Bible." More on our publishing later.

Pro-Life Activities

Some people have a lot of irons in the fire; I have a lot of fires, with a lot of irons in them. To better organize my pro-life 'irons' and give them some focus, ACM established a LLC called "Policy Intersections Research Center." PIRC has given me a place to put all of the research that I've done into

what I term the 'culture of death.' Moreover, it serves as a platform for interacting directly with legislators and policy makers, an effort that has already sent me to Washington DC twice and Madison (Wisconsin's capital) once. I've met with a handful of folks at both the Federal and state levels (mostly staffers) and will continue to do so. Recently I met with Wisconsin Right to Life's legislative director and they are considering amending some of their proposed legislation with my advise in mind.

In the long run, my firm belief remains that what one believes about God is the most significant factor in where one stands on life issues, and apologetics has direct bearing on our beliefs about God--or, the lack thereof. There is much cross-fertilization between ACM's 'normal' apologetics efforts and the pro-life aspects such as the ones embodied in PIRC.

I served a year as the president of Wisconsin Lutherans for Life, but as I anticipate moving out of Wisconsin this summer, could no longer continue in that position.

Publishing

My experiences with the publishing industry suggest that the radical changes it is undergoing have created significant challenges for small publishers like ACM while also creating new opportunities. The new opportunities, in fact, are linked to those challenges. For example, the digital revolution means we can quite affordably get works into print and access more marketing venues. But what is true for ACM is true for millions of other people, as well. In a word, the market is *saturated*. The consumer hardly knows what book is worth their time anymore.

With these experiences in mind, I have sought to create entirely new platforms that alter the relationship between the author and the reader. Strictly speaking, these are not ACM operations. They are entirely separate business entities. In particular, there is Bard and Book Publishing, which seeks to create a community of authors who will build a community of readers around them. Bard and Book, not coincidentally, is composed almost exclusively of authors that have won ACM's writing contests, and so naturally share some of our notions about 'literary apologetics.' So, even if Bard and Book is distinct on paper, it can be considered an extension of the ministry of all those authors, and myself.

Another important project is in the works that will not only give Bard and Book authors further reach, but serve as an avenue for promoting *all* of ACM's titles. This project is under development and is being financed by an investor. Hopefully it will be 'live' by the fall of 2013.

All that said, book sales are increasing, and continue to increase. We have more books available and we continue to refine our advertising methods, constantly looking for cost-effective ways to get our books out there and tossing the ones that don't work. I believe the future looks very good for ACM's publishing endeavors.

Volunteers and Staff

As always, Debbie Thompson shines as a dedicated volunteer to ACM.

Glenn Jones is our managing director of the online academy. He is joined by Ebony Murdoch and Mario Alejandro as our co-directors of our literary apologetics program.

ACM employs 'virtual workers' that have made many things possible that otherwise would be out of my reach, either because I don't have the skill set, or I don't have the time. At this point, we could nearly refer to them as partners in ACM's ministries. I can say at least that I am so satisfied with their work that we have 'packaged' them as a team and offered them to other organizations and churches.

We will be advertising our 'digital life team' as a way to expand ACM's reach as well as generate additional revenues, but I would prefer it if ACM could occupy all their time. :)

The Executive Director

ACM is a non-profit but is NOT tax exempt, so that it can operate *unmuzzled*. The lack of a 'muzzle' is precisely what allows us to create a project such as the Policy Intersections Research Center. The choice not to be tax exempt was a difficult one, but ultimately I'm pleased this was the choice that was made.

It is difficult to know if this has had an impact on donations, or not. The economy seems to have been a bigger factor. I have tried to strike a balance in ACM, attempting to structure it so that it can generate revenue and be self-sustaining, while also engaging in products and activities that are consistent with its vision. I believe that in the main, this balance has been reached.

Nonetheless, I will repeat the need for donations. Except for financing my continuing education, I take very little out of ACM for myself. Nearly every dollar of 'profit' goes back into the ministry. This is very much like any business which often has to do the same thing in order to grow and remain sustainable. At some point, ACM will have to reach a point where it not only pays for itself but also pays for staff (such as the executive director!). Donations will help us get to that point much sooner.

Please consider supporting ACM with your donations. Also, keep us in mind when talking with friends and associates who you believe might support my activities through ACM, and help 'introduce' us.

Donations also allow 'stalled' projects to move quickly to completion. For example, a very generous donation in the fall of 2012 allowed me to commission a translation of an important work in German that served as a catalyst for the Holocaust. Despite the importance of this work ("Allowing the Destruction of Life Unworthy of Life"), it was not easily available in English. I will tell you how inaccessible it was: even the Holocaust Museum in Washington DC did not have an English edition! Well, they do now. You can get a copy at www.lifeunworthyoflife.com.

Coming up:

We have vacated our house and anticipate a move out of state this summer. This will introduce chaos into my life and the activities of ACM, but it is the fulfillment of plans laid long ago that have as a component the enhancing of my activities through ACM. By 'simplifying' our lives, the amount of money we need will be less. Moreover, these moves will hopefully strengthen our family, as well. Your prayers for this are appreciated.

As of this writing, I have virtually attained my Masters in Philosophy and Apologetics. Last fall, I adjusted my program so that I would earn the masters on the way to earning the doctorate. Bottom line: I am just months away from being called Dr. Anthony Horvath. We'll see what, if any, opportunities open up with this added credential.

I anticipate no new programs for ACM at this point, but rather development and deepening of the ones we presently have. I have not been confident prior to this point that the programs we offered had the potential (at least in the short term) of supporting ACM's activities while supporting staff members. I believe we are now at that point, and have the necessary infrastructure laid for building upon. I am very optimistic about the future of ACM.

Financials

Income		
Item	Last Year	This Year
Royalties and book sales:	\$8,000	\$13,000
Donations	\$6,000	\$8,060
Writing Contest Entry Fees	\$5,000	\$6,000
Direct Purchases of services/goods and Conference Registrations:	(same)	\$5,000
Web Hosting/Internet Services	\$500	\$1,000
Publishing Services (Self-publishing, etc)	\$0	\$500
Misc. (Honorariums, Academy Registrations, etc):	--- ¹	\$2,000

Expenses		
Item	Last Year	This Year
Contest Awards	\$2,300	\$3,525
Office Expenses (web hosting, paper, ink, etc)	\$5,000	\$4,700
Marketing	(same)	\$4,200
Honorariums and Contractors	\$7,800	\$9,200
Continuing Education	\$200	\$2,000
Royalty Disbursements	\$1,086	\$650
Publishing (printing costs, etc, includes writing contest anthologies)	\$4,900	\$6,094
Postage	\$770	\$1,390
Director benefits (meals, books, etc)	--- ¹	\$300

¹ These items existed in previous years but were categorized differently. Eg, 'meals' are often travel expenses.

History back to 2009:

(Previous years did not actually 'lose' money; profits were simply re-invested, and because of the timing of our activities, major expenditures are not matched by the revenue they generate until the following financial year.)

2009 gross income: \$16,000

2009 expenses: \$17,000

net: -\$1,000

2010 gross income: \$20,923.25

2010 expenses: \$21,661.54

net: -\$738.29

2011 gross income: \$26,117.84

2011 expenses: \$27,053.39

net: -\$935.

2012 gross income: \$36,172.18

2012 expenses: \$36,187.10

net: -\$15

From this it can be observed that ACM is steadily, and even exponentially, gaining in financial strength. 2009 to 2010 saw a \$4,000 increase in revenues. The next year, \$6,000. This present year there was an increase of \$10,000. Nice trend! We ask for your prayers that God will continue to bless my activities through ACM so that this trend continues into the future.

Signed: Anthony Horvath, March 15th, 2013.