



# 2020 Annual Report



# 2020...

a year of progress,  
growth and  
exponential impact!

# Executive Letter

This past year was challenging for so many, especially our partners operating in the developing world. Most are having to pivot away from traditional models of operations and fundraising, while navigating the uncertainty of providing essential services during a pandemic. Thankfully, Third Lens was built to operate remotely in a virtual environment. Our model was built for times *such as this*. This has allowed us to dream **BIG** with our partners in starting design on 17 new projects in 2020.

Internally, our board and leadership team created a bold **Five-Year Strategic Plan** for the organization that will put the ministry in a position to further increase our capacity for new projects and ability to make an eternal impact, while standing on a solid financial foundation. Our **2021 Annual Plan** has Third Lens taking audacious steps towards our long-term goals.

I could not be more excited for what God has in store for Third Lens in 2021. Much like Nehemiah, we have a great work laid out for us to focus on while avoiding the outside distractions. One of my favorite verses is Nehemiah 6:5, "I am doing a great work and I cannot come down." Our team has adopted this verse for 2021 as it signifies our resolve to push forward and stay aligned with our mission to design and build environments of healing, empowerment, and redemption....

Thank you for your continued support!

**Brian O'Neil,**  
Executive Director



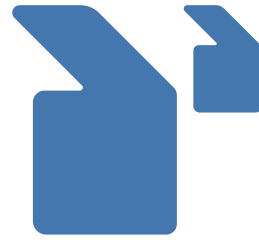
“

To connect people to  
eternity through the built  
environment and share  
lasting hope with  
the nations

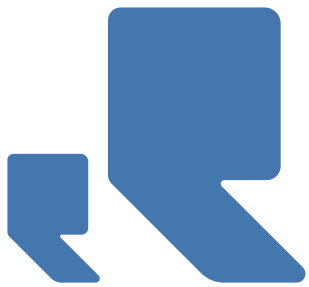
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199,150 lives impacted since we've begun,  
400,625 more to be impacted by our  
current projects





To design and build  
environments of healing,  
empowerment, and  
redemption



PLYWOOD

Good  
ideas  
happen  
here.

45 projects completed since 2011,  
37 actively going into 2021



# 2020

**16** projects completed  
**37** projects in progress  
**52,700** lives impacted  
**\$1,912,000** handled  
**\$255,000** in donated services  
actively managing a portfolio of **\$37** million  
**2** staff members added  
**53** internships completed

## Realization of Impact (ROI)

Traditionally, Return on Investment (ROI) is a performance measure used to evaluate the efficiency of an investment or compare the efficiency of a number of different investments. At Third Lens, our financial partners are seeking eternal returns from their investments in our work. Our objective is to provide you with a different type of ROI, a "Realization of Impact", which is a performance measure used to evaluate the Impact from your generosity.



The background of the slide is a collage of images. The top half shows a thatched hut with a wooden cross on its roof, set against a backdrop of lush green trees. The bottom half shows a young girl in a pink school uniform and blue skirt, smiling, with other children partially visible around her. A semi-transparent white box with a decorative border is centered over the image, containing text.

## **A STORY IN NUMBERS...**

### **All time statistics:**

18 Countries

82 Projects

\$43,837,552 in assets overseen

\$878,893 in volunteered services

490,025 lives impacted

## **OUR LEGACY**



The Exodus Ranch



myLIFEspeaks Guest House



Church in Patria, Cuba



Plywood Place



## The Projects

Third Lens has experienced amazing progress in 2020, as projects are being completed and new projects are in their beginning stages. Each of these projects has a direct impact in the lives of those who are underprivileged and in need. Our partners are fulfilling the call of God on their ministry and we are proud to come alongside them in the process.

We are involved in projects spanning across multiple humanitarian causes, from Orphan Care and Prevention to Community Development, Human Trafficking and Education. What we are a part of is much bigger than us.

Visit our Project Portfolio at [www.third-lens.org](http://www.third-lens.org).

The Curtis House Pavilion



Church in San Jose, Cuba



Valley Light Home





# The People

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## Highlights

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Our board has grown over the last year to now include Jack Godfrey (President of Greater Georgia Concrete LLC) and Brent Reid (President of Winter Construction). The combined wisdom and experience of our board is making new initiatives possible as we look to growth in the future. Additionally, two new staff members have joined the team: Bill McMahon (Director of Operations) and Caleb Murphree (Communications and Intern Manager). We see amazing things to come for our team as we continue to grow and take on new challenges!



Brent Reid



Jack Godfrey

## Internship Updates

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Our remote internship program has grown from ~10 interns per semester to 20-25 interns each semester. We have transformed the internship into a semester-long intensive focused on personal and professional development. These interns have been stepping out of the organization to pursue careers in program management, web development, marketing, business and law. We now offer internships in Business Development, NonProfit Management, Social Media Marketing, Photography and Videography, Graphic Design, Web Development, and Project Management.

## Our Staff



Bill McMahon



Brian O'Neil



Caleb Murphree



# FINANCIAL OPERATIONS

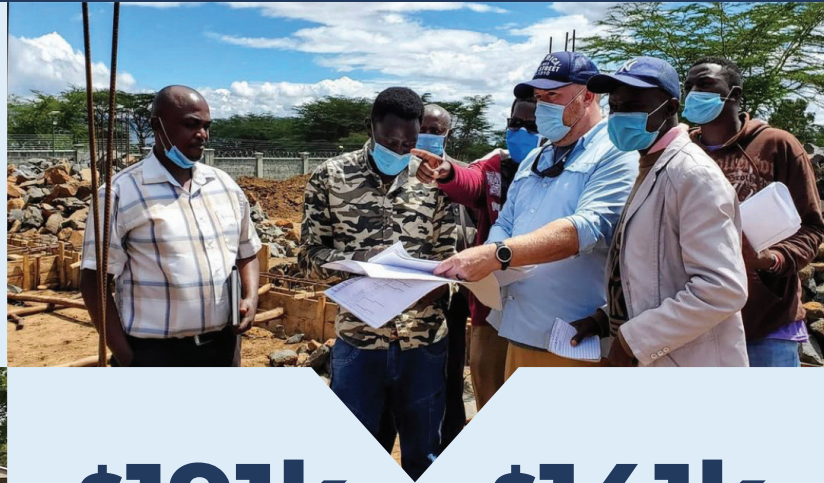
by the numbers



**2-6%**

**INDUSTRY  
EFFICIENCY  
RATIO**

PROJECT COST  
VS  
OPERATING BUDGET



**\$191k**  
INCOME

**\$141k**  
EXPENSES

THESE TWO NUMBERS REVEAL OUR  
LEAN OPERATIONS

**0.4%**

**OUR  
EFFICIENCY  
RATIO**

PROJECT COST  
VS  
OPERATING BUDGET



**\$37MM**  
PROJECT  
COSTS

**\$141k**  
OPERATING  
EXPENSES

OUR CAPACITY TO HANDLE PROJECT  
LOAD WITH MINIMAL EXPENSES

**Third Lens** strives in every way to be a lean organization. Our capacity to make an extraordinary impact is directly related to our ability to maximize the impact of every dollar given. Our operational efficiency provides our services at 13% of the industry average (based on 3%). In turn, we can exponentially grow impact with a modest growth of donations.



# Strategic Vision

## FIVE YEAR PLAN

### Expand the Kingdom

1. Hire a full-time Ministry Chaplain
2. Build a "Boots on the Ground" program in key geographical locations
3. Increase Vision Trips led by Third Lens Board Members and Advisors (post COVID)

### Achieve Operational Excellence

1. Develop Streamlined Project Management Processes
2. Open a Design Studio to service Third Lens projects.

### Obtain Financial Stability and Sustainability

1. Maintain 12 months of Operating reserves.
2. Establish \$1 MM grant fund for projects without funding to create a sustainable, healthy financial model.
3. Diversify Revenue Streams

### Expand the Kingdom

1. Set Minimum Staff Expectations for Ministry Excellence
2. Place one person in Mission Field
3. Create a Vision Trip Handbook + Landing Page
4. Create a Prayer Request Platform and Process

### Achieve Operational Excellence

1. Create a PM Manual with Templates
2. Draft a Business Plan for the Design Studio

### Obtain Financial Stability and Sustainability

1. Build Cash Reserves to \$200k by YE
2. Create a Forward Facing Project Sponsorship Platform so an individual/company can sponsor a project.
3. Identify Existing Revenue Streams % and set YE goals

## 2021 ANNUAL PLAN

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**I am doing a  
great work  
and I cannot  
come down.**

- Nehemiah 6:3

**WILL YOU JOIN US IN 2021**

To learn more, visit [third-lens.org/get-involved](https://third-lens.org/get-involved)

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