



MISSION UPDATE | 2023

– My father was a bill payer and nothing more.

– I loved my Dad, but I don't think he even liked me. I did nothing but disappoint him.

– My father was a threatening and abusive tyrant of a man. I've grown up to fear all men because he was my role model. That's all I knew.

I get a steady stream of comments like these from men who watched a video on my YouTube channel called *What Every Son Needs From His Father*, an excerpt from one of the sessions in 33 The Series, Volume 2, *A Man and His Story*. In it, I list five things for a healthy father and son relationship.

This 6-minute video has over 710,000 views! Many of the responses reflect the pain and disillusionment of growing up without a father because of death, divorce, abandonment or having one who was physically present but emotionally disconnected and even abusive.

When Jesus looked at the crowds, the Bible says He had compassion on them because they were harassed and helpless, like sheep without a shepherd. That's what I see, and they are the ones I am called to help. Making disciples who are disciple-makers is the solution to shifting the culture and easing the pain with the grace and truth of Jesus.

– When he was alive I avoided him. He never had a kind word to say. When he died, I didn't grieve the loss of someone I was close to. I grieved for what could have been in all those wasted years.

– My father is an alcoholic who never cared for his family. I no longer live with him, but I still experience the consequences of his abuse. He left a big wound in my life that doesn't want to heal.

– I'm afraid to have kids because of what I learned from my Dad. How can I be a father with zero experience of what that looks like?

Five years ago, I launched a mission to devote my full time and attention to this —

Speaking at events is my main focus. I schedule about 20 conferences, retreats, and church gatherings each year that range from a few dozen to a few thousand in attendance.

Good Feed Media, a disciple-making App designed to equip and strengthen followers of Jesus, was officially released in 2021 and already has about 2,000 subscribers. My next goals are to reach 5,000 then 10,000 subscribers to strengthen and equip the church to go and make disciples.

The Authentic Manhood Initiative helps men reach men with the timeless principles of biblical manhood. The content has reached about 3 million men worldwide. However, there are over 100 million men in America. There is still a lot of work to do.

Donations help me ...

... be available to all churches and groups regardless of their budget for events.

... cover coaching costs to leaders in churches and marketplace environments while providing free resources to prison ministries and recovery centers.

... cover content production and advertising costs for Good Feed Media.

Your encouragement and support adds fuel to the fire. Thank you!

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The Bottom Line >>

\$225,000 will keep this mission moving forward in 2024.

AUTHENTIC MANHOOD & GOOD FEED MEDIA 2024 SPECIAL PROJECT GOALS: \$500,000

The opportunities to help men in prisons, recovery centers, and military environments and the growing numbers responding to our new content have grown exponentially. The costs to meet these needs far exceed our general operating budget of \$225,000. This is our swing-for-the-fences vision for 2024:

■ AUTHENTIC MANHOOD INITIATIVE — Provide Training Guides for all six volumes of 33 The Series to 5,000 men. (\$90 per man = \$450,000 to cover the cost of 30,000 workbooks and coaching.)

33 The Series is approved by the Texas Department of Criminal Justice and is considered an ITP (Intensive Therapeutic Plan) course. These courses are highly valued for rehabilitation and parole. 500 inmates, on average, will go through 33 The Series when offered in just one prison. There are 87 male prison facilities in Texas alone. We also coach and have the opportunity to provide resources for other prisons across the country and around the world.

Salvation Army Adult Rehabilitation Centers help men with addictions using a highly successful strategy that is supported very well with 33 The Series. There are 23 ARCs in the Southern Territory alone which gives us the opportunity to help around 2,000 men discover the principles of biblical manhood.

33 The Series is also being used in other recovery centers like the PTSD Foundation's Camp Hope in Houston, Texas, House of Hope in Madisonville, Texas, Renewal Ranch in Conway, Arkansas, and more.

For leaders in prisons and recovery centers, we can provide session videos and PDFs of the outline portions of 33 The Series Training Guides at no charge. However, when a man has a set of the complete Training Guides, it adds value and elevates his experience.

Objectives:

- (1) Identify existing prison ministry and recovery center teams. Each team typically reaches about 100 men.
- (2) Cultivate a coaching relationship virtually and face-to-face with leaders.
- (3) Provide workbooks for each inmate and recovery center participant.
- (4) Visit the men in these environments when and where possible.

■ GOOD FEED MEDIA — Create and produce new video-based content. (\$50,000)

The Good Feed Media App is free, and so is the content. There is no obligation to pay anything, just the opportunity to pay it forward and help us keep it free for those who can't afford it.

Objectives:

- (1) Create and produce two disciple-making series for men and women (videos & workbooks).
- (2) Create video studies/devotional guides from the Books of the Bible, starting with Colossians.
- (3) Contract other like-minded creators and communicators to provide their content on our platform.
- (4) Produce 6 new worship song videos.

Questions and ideas? Contact tierce@tiercegreen.com