



2022 Annual Report
Real Prayer Inc, Van Wert, Ohio
 realprayer.org/vw

We are a non-denominational public charity made up of three local retirees. Our donated labor goes to writing, translation, and marketing which averages 30-50 hours weekly. Board members are Terry Dietsch: president/treasurer, Amy Prichard: vice president, and Denny Wagonrod: secretary. Our very relatable .pdf booklets reach people at the same moment they enter an internet search inquiry such as *"How to pray."*

Progress in 2022:

In June, our primary booklets were placed into the digital library of the Allen County Indiana Jail. In August, the international company who supplies these inmates with digital tablets also placed our .pdf booklets into their database. A quarter million jail and prison inmates now have access to our booklets in the United States, Canada, and beyond.

Our booklet on "The Holy Spirit" was expanded and later renamed to "Grace." It is common to seek Jesus Christ and the Holy Spirit to educate us on the first and greatest commandment. This booklet takes a similar approach to "loving our neighbor as ourself." As described in [John 15:5 ESV](#), this method of discipleship get results which last into eternity.

The year ended with blending concepts from the original "Real Prayer" and "Grace" booklets into an abbreviated edition called "The Real Prayer Booklet." The average parishioner who lacks verbal skills may hand out this 14 page message on God's grace while being anxiety free.

Our world mission program* has been reduced to the languages of English, Spanish, and Portuguese. The per booklet distribution on the Russian edition was double the cost of our average. With one major donor potentially having a single time donation, we limited our ad budget to average under \$50. per day. Booklet distribution increased more than 30% in 2022. This increase may be slightly inflated due to a few campaigns having automated features that varied from our standard "search inquiry" profile.

Primary Ads Purchases:

Ad Campaign Topic	Booklet Promoted	Purchased Ads	Cost	Viewers going beyond the homepage to see a booklet	Average Cost per booklet view
How to Pray	Real Prayer (original)	598,239	\$12,415	124,942	.10
Hope (secular words)	Real Prayer (original)	84,209	\$ 2,000	21,326	.11
Advanced Growth	Grace/Holy Spirit	191,422	\$ 2,897	42,160	.07
Raising Children	Real Prayer/Child	10,016	\$ 225	2,686	.08
Totals		883,886	\$17,537	191,114	.09

Donated ads for Public Charities by "Google Ad Grants":

Ad Campaign Topic	Booklet Promoted	Donated Ads	Viewers going beyond the homepage to see a booklet
Advanced Growth	Grace/Holy Spirit	10,300	3,440
Raising Children	Real Prayer/Child	08,970	2,140
Totals		19,270	5,580

The bulk of our booklet distribution by country:

Country	Ad Purchases	Cost of Ads	Booklet Viewers	Per booklet view	% of views to ads
Argentina	214,406	\$3,632.45	48,926.50	\$0.07	22.78%
Brazil	195,418	\$3,730.18	36,228.00	\$0.10	18.51%
Venezuela	52,671	\$1,206.59	12,269.00	\$0.10	23.27%
Colombia	51,066	\$1,187.17	12,106.00	\$0.10	23.69%
Nigeria	36,827	\$751.75	7,043.00	\$0.11	19.12%
Mozambique	36,143	\$559.53	9,764.00	\$0.06	26.99%
Kenya	26,788	\$591.57	5,398.00	\$0.11	20.15%
Angola	25,033	\$434.41	6,109.00	\$0.07	24.37%
Mexico	21,784	\$471.79	5,377.00	\$0.09	24.66%
Philippines	21,470	\$565.97	7,632.00	\$0.07	35.54%
South Africa	17,991	\$269.77	2,200.00	\$0.12	12.23%
India	17,544	\$382.07	6,118.00	\$0.06	34.82%
Chile	16,863	\$332.12	3,864.00	\$0.09	22.88%
Uganda	13,843	\$285.11	2,842.00	\$0.10	20.53%
Peru	13,349	\$318.31	2,894.00	\$0.11	21.63%
Ecuador	11,547	\$275.87	2,533.00	\$0.11	21.89%
Dominican Republic	9,284	\$200.69	1,721.00	\$0.12	18.51%
* Ukraine	9,196	\$318.89	1,547.00	\$0.21	16.79%
Ghana	7,377	\$135.64	1,191.00	\$0.11	16.14%
Guatemala	5,803	\$123.67	1,170.00	\$0.11	20.09%
Honduras	4,590	\$93.36	874.00	\$0.11	18.98%
Zambia	4,541	\$100.98	947.00	\$0.11	20.85%
Nicaragua	4,053	\$78.17	777.00	\$0.10	19.16%
Puerto Rico	3,817	\$86.74	978.00	\$0.09	25.61%
El Salvador	3,677	\$79.99	708.00	\$0.11	19.20%
Portugal	3,565	\$76.10	818.00	\$0.09	22.85%
Paraguay	3,427	\$79.13	826.00	\$0.10	23.69%
Zimbabwe	3,194	\$68.62	620.00	\$0.11	19.41%
Jamaica	2,880	\$82.42	762.00	\$0.11	26.46%
Costa Rica	2,870	\$61.52	683.00	\$0.09	23.74%
Tanzania	2,859	\$40.73	562.00	\$0.07	19.66%
Malaysia	2,588	\$78.32	892.00	\$0.09	34.47%
Cameroon	2,354	\$40.17	427.00	\$0.09	18.14%
Bolivia	2,128	\$41.61	394.00	\$0.11	17.33%
Ethiopia	2,073	\$24.83	359.00	\$0.07	17.32%
Uruguay	1,978	\$47.40	468.50	\$0.10	23.50%
Benin	1,698	\$19.41	329.00	\$0.06	19.38%
United States	1,622	\$56.18	719.00	\$0.08	44.33%
Malawi	1,483	\$29.88	309.00	\$0.10	20.84%
Trinidad and Tobago	1,391	\$42.65	572.00	\$0.07	41.12%
Panama	1,289	\$25.20	374.00	\$0.07	28.90%
Singapore	1,269	\$35.39	389.00	\$0.09	30.65%
Botswana	1,148	\$27.48	289.00	\$0.10	25.17%
Guinea-Bissau	1,113	\$17.39	262.00	\$0.07	23.52%
Spain	1,013	\$26.80	252.00	\$0.11	24.80%
Liberia	982	\$21.60	181.00	\$0.12	18.43%
Sudan	835	\$10.49	157.00	\$0.07	18.80%
Indonesia	783	\$14.81	134.00	\$0.11	17.11%

*** This ad campaign primarily distributed our Russian edition.**

Independent Web Hosting Company Stats
Number of Visitors (non-bot)

CONTINENTS	
South America	617175
Africa	210878
North America	91119
Asia	56601
Europe	30006
Oceania	2072
Could not be identified	620



Most Popular Search Inquires

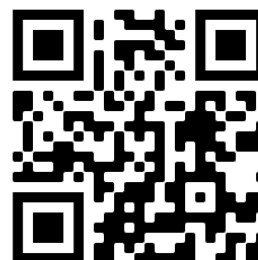


2022 Financial Report:

\$ 759.12 Jan. 01, 2022 assets	\$ -17,574.51 Ads purchased from Google
\$21,005.00 donations by individuals ***	\$ - 46.23 Office, PayPal, and other expenses
\$ 1,020.00 donations by churches	\$.12 Unaccounted excess
\$ 1.02 other income	\$ - 17,620.62 Total 2022 expenditures **
\$22,785.14 assets prior to expenses	\$ 5,164.52 Jan. 01, 2023 assets***
	*** One major donation may be a single time event.
	** Labor and Web hosting services were donated.

Is your heart is motivated help?

- By check: **Real Prayer Inc**, 10409 D McConahay Rd.
Van Wert, OH 45891 Phone: (419) 408-4002
- Digital transaction (PayPal), our website: realprayer.org/vw



Donations to REAL Prayer Inc hold an IRS tax deductible status. For us to maintain this status beyond our grace period of Dec 31, 2024, over **33%** of our annual income needs to come from church donations of any size or small annual donations by individuals of under two percent of our gross (limited to \$350. annually.) In 2022 only **4.6%** of our donations met this IRS qualification.

2022 Monthly Google Ad Expense

December 2022

Net cost
\$1,407.10
Payments
\$1,500.00

November 2022

Net cost
\$1,455.25
Payments
\$1,500.00

October 2022

Net cost
\$1,494.98
Payments
\$1,500.00

September 2022

Net cost
\$1,481.45
Payments
\$1,500.00

August 2022

Net cost
\$1,447.86
Payments
\$1,500.00

July 2022

Net cost
\$1,467.62
Payments
\$1,500.00

June 2022

Net cost
\$1,547.62
Payments
\$1,500.00

May 2022

Net cost
\$1,536.73
Payments
\$1,500.00

April 2022

Net cost
\$1,453.50
Payments
\$1,500.00

March 2022

Net cost
\$1,496.50
Payments
\$1,500.00

February 2022

Net cost
\$1,404.66
Payments
\$1,500.00

January 2022

Net cost
\$1,381.24
Payments
\$1,300.00

Year starting account bal: \$ 351.22

Year end account balance: \$576.71

2022 Annual Ad Expense: \$17,574.51