

Real Prayer Inc Annual Report - 2024

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Real Prayer Inc is a non-denominational public charity that provides booklets in English, Portuguese, and Spanish in over 70 countries. Our “[Real Prayer](#)” booklet can aid in developing a Christian heart. The “[Grace](#)” helps in a prayer life to recognize God’s calling. Board members are Terry Dietsch: president/treasurer, Amy Prichard: vice president, and Denny Wagonrod: secretary.

This year we attempted to improve the marketing of these booklets to locate those that are most open to grow spiritually. Due to most requests coming from impoverished countries, there is no solicitation for funds within our ministry website. Such information along with this annual report is available through “Google Directory.”

Donated time and web hosting services minimize costs to the point that 99% of financial donations are reserved to purchase international online advertising. In 2024, to successfully locate a guest who goes beyond our homepage to view a booklet; The averaged cost is 10 cents.

2024 World Ministry

Ad Campaign by Topic	Booklet Promoted	Guests going beyond the homepage to view a booklet	Cost	Avg. cost per Viewer
How to Pray	Real Prayer	86,468	\$ 9,830	11 cents
Sin or Forgiving Others	Real Prayer	4,325	\$ 520	12 cents
Hope (secular words)	Real Prayer	6,950	\$ 1,091	16 cents
Parenting	Real Prayer /Child	20,213	\$ 2,028.	10 cents
Grace, the Holy Spirit, & Discipleship	Grace	50,361	\$ 3,749.	8 cents
Major campaign Totals		168,317	17,218	10 cents

Our budget is derived from church donations, Real Prayer Inc board members, and their families. This year, our first Hispanic church has joined in on this stewardship.

2024 Financial Report:

\$ 5,073.43 Jan. 01, 2024 assets	\$ - 17,394.39 Ads purchased from Google
\$ 25,350.80 donations	\$ - 17.84 additional expenses
\$ 605.18 interest income	\$ - 17,412.23 2024 total expenditures
\$ 31,028.41 assets prior to expenses	\$ 13,617.18 2024 Year End assets *

* The year-end reserve reflects a substantial donation is *not* expected until mid-2025.

Our most active stewardship is detailed by country on the attached pages.

Respectfully submitted,

Terry Dietsch

Board President

Country	Homepage views	Booklet requests	Avg. cost per request	Cost by country
Argentina	321,047	77,833.75	\$0.10	\$7,466.45
Brazil	71,952	20,743.67	\$0.12	\$2,518.64
Colombia	30,461	10,318.33	\$0.10	\$1,017.55
Venezuela	25,684	8,152.00	\$0.09	\$756.98
Mexico	22,850	7,404.83	\$0.09	\$635.56
Philippines	17,536	4,755.67	\$0.15	\$716.22
Chile	14,465	5,173.00	\$0.09	\$490.97
Peru	12,001	3,972.00	\$0.09	\$361.67
Ecuador	9,760	3,430.00	\$0.09	\$317.17
Nigeria	9,477	2,591.00	\$0.13	\$337.06
Kenya	8,268	2,614.00	\$0.13	\$337.64
South Africa	6,187	2,072.00	\$0.14	\$295.78
India	5,805	1,493.00	\$0.15	\$229.95
Guatemala	5,723	1,789.00	\$0.07	\$133.51
Angola	4,954	1,270.00	\$0.12	\$155.30
Dominican Republic	4,113	1,433.00	\$0.08	\$118.11
Honduras	3,727	1,078.00	\$0.08	\$84.93
El Salvador	3,174	936.00	\$0.08	\$71.72
Puerto Rico	2,830	989.00	\$0.08	\$75.40
United States	2,749	1,068.67	\$0.08	\$81.06
Mozambique	2,613	696.00	\$0.13	\$88.69
Nicaragua	2,554	738.00	\$0.08	\$57.74
Costa Rica	2,327	877.00	\$0.07	\$63.26
Uganda	2,026	697.00	\$0.13	\$88.69
Ghana	1,830	496.00	\$0.14	\$67.78

Country	Homepage views	Booklet requests	Avg. cost per request	Cost by country
Bolivia	1,789	575.00	\$0.09	\$49.10
Paraguay	1,471	480.50	\$0.09	\$44.14
Zambia	1,444	418.00	\$0.14	\$56.54
Panama	1,307	450.00	\$0.07	\$33.08
Malaysia	1,243	390.00	\$0.15	\$58.37
Portugal	1,101	345.00	\$0.10	\$35.14
Uruguay	1,094	361.50	\$0.10	\$35.13
Spain	1,002	366.50	\$0.08	\$30.67
Zimbabwe	991	298.00	\$0.14	\$41.42
Cameroon	511	160.00	\$0.13	\$20.28
Botswana	468	179.00	\$0.13	\$22.91
Tanzania	443	154.00	\$0.12	\$18.81
Liberia	402	107.00	\$0.13	\$14.42
Malawi	388	118.00	\$0.14	\$16.49
United Kingdom	324	108.00	\$0.14	\$14.90
Canada	276	93.00	\$0.13	\$12.12
United Arab Emirates	262	76.00	\$0.14	\$10.66
Sierra Leone	261	67.00	\$0.13	\$8.86
Australia	219	69.00	\$0.14	\$9.51
Thailand	199	54.00	\$0.17	\$9.41
Hong Kong	194	46.00	\$0.14	\$6.31
Cabo Verde	175	48.00	\$0.13	\$6.47
Jamaica	158	47.00	\$0.13	\$6.13
Indonesia	122	37.00	\$0.15	\$5.61
Rwanda	115	39.00	\$0.14	\$5.30

Totals include outreach expenditures of more than 50 additional countries

Totals from current campaigns **612,113** **168,317** **\$0.10** **\$17,220**