



KINDRED IMAGE



13

ANNUAL REPORT



**TWO THOUSAND
THIRTEEN**



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LETTER FROM THE PRESIDENT

In the wake of winning the \$101,000 Grand Prize at The San Antonio Independent Christian Film Festival, members of “The Drop Box” film team decided that any and all funds raised through response to the film needed to be funneled into a responsible and transparent structure. Traditionally, cause-oriented films like “The Drop Box” fall right into established structures that allow for one-time and continuous donations in response to seeing the film. For example, when the Academy Award-winning documentary-“The Cove”-was created, The Oceanic Preservation Society was the obvious action step.

However, this case was more unique. We had an American film about a South Korean ministry, with no trustworthy bridge between them. In other words, no international financial-giving platform existed for Pastor Lee Jong-rak, his family of children with varying disabilities and needs, and his ministry at large. In response, Kindred Image was born in order to capture the financial response of individuals and organizations that saw what was happening in South Korea, and wanted to support this man's life-saving work. At the same time, Kindred provided financial and responsible stewardship practices, so no one would have to do so blindly.

As our first order of business, we provided Pastor Lee's family with \$50,000 dollars in resources towards housing renovations, medical supplies, and other urgent felt-needs, using the remaining \$51,000 toward internal development of Kindred Image long-term. Although other small donations trickled in throughout the year, our main emphasis was on establishing critical infrastructures in order to create a consistent and viable online presence the following year, as well as engage with high-profile donors within a comprehensive fundraising strategy toward achievable goals.

The main goal being the building of a new “Rescue Center” in Ilsan, where Pastor Lee's heart for the lost will find its full expression in a state of the art facility, dedicated to both crisis and long-term holistic care for birthmothers, abandoned children, and children with disabilities. The center, which will include a “barrier-free home” for Pastor Lee's family of 15 children, temporary housing for single mothers, and rehabilitation facilities, will also offer crisis counseling services, relational rehabilitation services for broken families, and Christ-centered care for abandoned children prior to adoption.

Although many sweep issues such as abandonment, infanticide, and shame-based rejection of single mothers under the rug, Pastor Lee is bringing light to even the darkest places. On a global scale, he represents a courageous vision for protecting life that is making enormous cultural impact. It is our singular aim at Kindred Image, to ensure that Pastor Lee's vision and legacy do not end with a movie, but instead continue on in impactful, sustainable, and eternal ways.



Brian Ivie
Founder / President



KINDRED IMAGE EXISTS
TO SUPPORT THE VISION
& LEGACY OF PASTOR
LEE JONG-RAK & HIS FLOCK

THE DROP BOX

Our award-winning documentary feature film, THE DROP BOX, tells the incredible story of Pastor Lee Jong-rak and the box that he built to save abandoned babies.

Kindred utilizes the film to share the heart of Pastor Lee's ministry, as we support his work and seek a day when every life is seen and treated as valuable.

OFFICIAL SELECTION
HEARTLAND
FILM FESTIVAL
2014

OFFICIAL SELECTION
PORTLAND
FILM FESTIVAL
2014

BEST JUSTICE FILM
JUSTICE FILM FESTIVAL
LOS ANGELES
2014

SANCTITY OF LIFE
SAN ANTONIO
INTEGRITY CHRISTIAN FILM FESTIVAL
2013

BEST OF FESTIVAL
SAN ANTONIO
INTEGRITY CHRISTIAN FILM FESTIVAL
2013

INSPIRATION AWARD
JOHN PAUL II
FILM FESTIVAL
2014

OFFICIAL SELECTION
MISSIONS FEST
VANCOUVER
2014

OFFICIAL SELECTION
BAYOU CITY
INSPIRATIONAL FILM FESTIVAL
2014

OFFICIAL SELECTION
UNSPOKEN
HUMAN RIGHTS FF
2014

**COMING TO THEATERS
NATIONWIDE 2015**

KINDREDIMAGE.ORG/THE-FILM

TOTAL INCOME
109,717.09

COST OF GOODS
2,414.95

TOTAL EXPENSES
100,077.24

NET INCOME
7,224.90

INCOME

film festival award	\$101,000.00
one time donations	\$8,717.09
TOTAL INCOME	\$109,717.09

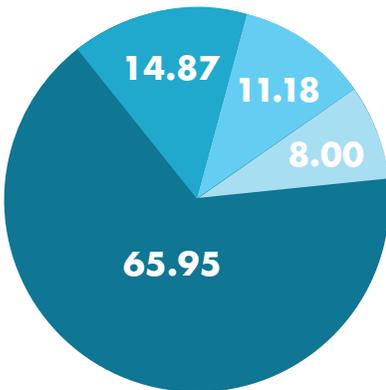
COST OF GOODS SOLD

contracted services	\$2,414.95
TOTAL C.O.G.S.	\$2,414.95

EXPENSES

direct funding to pastor lee	\$50,000.00
film production	\$3,205.72
payroll expenses	\$27,234.50
travel expenses	\$5,758.20
gen + admin	\$13,878.82
TOTAL EXPENSES	\$100,077.24

EXPENSES BY CATEGORY
 as percentage of total expenses



FUNDRAISING - 8.00%
THE DROP BOX - 11.18%
GEN OPERATIONS - 14.87%
PROGRAMS - 65.95%

BY THE NUMBERS

\$50,000

FUNDED DIRECTLY TO
 PASTOR LEE*

504

CHILDREN HAVE COME THROUGH
 THE BOX SINCE 2009

***FUNDING TO PASTOR LEE
 CONTRIBUTED TOWARDS:**

Medical supplies | Rehabilitation and Emergency Care
 Educational Services | General supplies
 Housing Renovations



-
- A. Production of *The Drop Box*
 - B. CEO Brian Ivie w/ Pastor Lee
 - C. Volunteers at Jusarang

2014 LOOKING FORWARD

The **NECESSARY ONES**

A CAMPAIGN TO FUND AND BUILD A NEW RESCUE CENTER IN SEOUL

Join us as we fund and build a brand new Rescue Center for Pastor Lee Jong-rak and those he calls “the necessary ones.” In order to help and heal more mothers and children, the new facility will provide both crisis and long-term holistic care on a larger scale and with more resources to do so. The Rescue Center is a beacon of hope and a refusal to call any life, whether a mother or her child, unnecessary.

TOGETHER, WE CAN MAKE THEM NECESSARY

In the end, this isn't a movement to build more boxes.
It's a movement to see a world that doesn't need them.
A world where every life is seen as purposeful and valuable.

KINDRED IMAGE

We exist to support the vision and legacy of
Pastor Lee Jong-rak and his flock.

Kindred Image is a registered 501c3 organization dedicated to pursuing our mission with responsibility and transparency. Donations are tax deductible within the guidelines of U.S. law. If you have any further questions, please do not hesitate to ask us!

CONTACT US

kindredimage.org
movement@kindredimage.org
5200 W Century Blvd. #718
Los Angeles, CA 90045

/KINDREDIMAGE



@KINDREDIMAGE



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