

DML Research Report 2020

*Research Results from the implementation of the DML ministry
in Northern Ghana, in partnership with Hopeline Institute,
from December 2017-December 2019*

Discipling Marketplace Leaders researched the impact DML is making through its ministry. **Twenty-five (25) churches and six hundred and eight (608) businesses** were tracked in Northern Ghana over two years: half were those who were part of churches implementing the DML ministry and half were a comparison group who were not part of a church implementing the DML ministry.

Research Question: What impact, if any, does the DML ministry make on local churches, businesses, and the community?

Our findings follow:

Impact on Churches

- **Finding #1: Increase in Membership** - Churches who implemented the DML ministry saw an increase in membership of 11%, while the comparison churches decreased by 20%.
- **Finding #2: Increase in tithes** - Monthly tithes/offerings increased by 35% for the churches implementing the DML ministry, while comparison churches saw a decrease of 28% in tithes and offerings.
- **Finding #3: Increase in pastor's income** - Income of pastors who implemented the DML ministry increased by 50% while the income for the pastors of comparison churches remained the same.
- **Finding #4: Decrease in dependence on pastor** - At the start of the study, pastors said that their members rely on them too much (93%). By the end of the study, those pastors who implemented the DML ministry, said that 80% of the members now rely on them "just the right amount."



Impact on Businesses

The research tracked five activities of business owners: training in basic business skills, mentoring, participation in a business association, access to capital, and discipleship from the church.

- **Finding #1: Monthly Profit** – Businesses participating in DML saw an increase of monthly profit of 62%, while comparison businesses saw a decrease in profit by 16%.
- **Finding #2: Job Creation** - Businesses who went through the DML ministry with their local church created a total of 276 new positions – fulltime, part-time, and apprentice. Comparison businesses saw a net loss of 85 jobs during that same time period.
- **Finding #3: Increased Family Income** - Family income increased by 51%, while comparison businesses increased 6%. This moved many out of extreme poverty.
- **Finding #4: Increased Job Satisfaction** - DML Business Owners reported an improved perception of success in their business by 26% and the number of DML businesses who perceived themselves as unsuccessful at the start decreased by 90% by the end of the study. This impacts happiness, better physical and mental health and healthier relationships.



Impact on Communities

- **Finding #1: Integration of Faith and Work** - When asked about integrating faith most said they prayed for their business. Two years later they viewed themselves as the church in the marketplace and were discipling others.
- **Finding #2: Giving to the Poor:** DML Business Owners reported an increase of giving to the poor from 75% to 99%. The comparison businesses increased from 76% to 85%.
- **Finding #3: Mentoring** - DML Business Owners increased the number of people they were mentoring from 2.6 to 7.5. The comparison group decreased from 2.5 to 1.6.
- **Finding #4: Volunteering (Social Bottom Line)** - DML Business Owners increased volunteering from 48% to 98% and increased their hours per month from 1.53 to 2.54.



Overall, we see from the research a win-win-win when the local church begins a Marketplace or workplace ministry. The local church grows, business grows, and the community does better. It's time for every church to have a Marketplace ministry, just like they have a women's ministry or youth ministry!

We thank God for all the churches and businesses who allowed us to observe them over the two-year research period. We are also thankful to those who supported the ministry during this time. For more information, please visit us at www.disciplingmarketplaceleaders.org.