



walking with purpose

SO MUCH MORE THAN A BIBLE STUDY

2023

# ANNUAL REPORT







## Letter from the CEO



Dear friends,

Memories of Flourish are fresh in my mind as I write to you. This one-of-a-kind Walking with Purpose Women's Event was a microcosm of all that the Lord has done in WWP over the years. Hearts have been opened and lives transformed. God is using WWP to draw His daughters back to a place of freedom as Scripture is opened, prayers are lifted, and authentic connections are made. We saw this occur among the women gathered from all over the country at Flourish, and our coordinators witness this weekly on the parish level in their WWP programs.

This all takes place against a backdrop in which adults are feeling so isolated that the US surgeon general has declared loneliness a public health emergency, and rates of anxiety and depression are skyrocketing. WWP is pushing against this darkness, and we are watching the needle move. Women are coming alive, and the ripple effect is impacting their families and communities.

We are looking forward to the many doors opening to us during this next year. A new Bible study, *Passionate Discipleship*, will be published, and progress continues to be made to create an online course and book aimed at young adults who have left the church. More events are coming, as well as new training for our thousands of leaders.

As we move forward with joyful hope, it's important to recognize all who have contributed to what has already been accomplished. We thank you for all that you have given so generously. A heartfelt thank you is also due to **Julie Ricciardi**, our long-serving CEO and board chair. The fifteen years she gave to Walking with Purpose shaped our apostolate in ways that we will benefit from for decades to come.

With this change comes new leadership. I have stepped into the role of CEO. Thankfully, our incredible team of leaders makes it possible for me to continue writing. I am thrilled to introduce to you our new Board Chair **Albert Faraj**. Albert brings over thirty years of experience in senior leadership and boards in both entrepreneurial and corporate settings. His expertise includes developing leadership teams, vision and strategy, and operationalizing transformation. His work has spanned multiple continents. A husband, father, and grandfather, Albert has been active in parish life throughout his adult life. He is a graduate of Eastern Michigan University and the University of Michigan. It is a joy to serve alongside Albert.



Lisa Brenninkmeyer  
Founder and CEO



## Letter from the Board Chair

As your new board chair, I was fortunate to attend the Flourish conference and be a wonderstruck witness to all that God is doing through Walking with Purpose. I rejoice that my daughter deepened her encounter with Jesus in that experience, and now desire that my wife, Becky, and my six other daughters do the same!

During the evening of Eucharistic adoration, the Lord asked me to simply pray for each woman—that she experience more of God’s healing and transforming love. As I did, the Lord clarified my role as board chair with WWP: a role of intercession, encouragement, and prayerful discernment on behalf of this marvelous apostolate! As a governance board, we aim to accompany the WWP leadership team in discerning and accomplishing God’s mission. May we not shy away from God’s grand plan to heal and restore every one of His daughters to His loving heart.

In advance, we thank you for the greatest gift you offer us: your daily intercession for the mission of WWP. Your prayers before the King thwart the attack of the enemy and enable us to better respond to the graces He makes available to us.

*Albert Faraj*

Albert Faraj  
Board Chair



*Praying for You at Flourish 2023*

# Financials

## Statements of Activities | Fiscal Years 2023 & 2022

(May 1, 2022 through April 30, 2023 & May 1, 2021 through April 30, 2022)

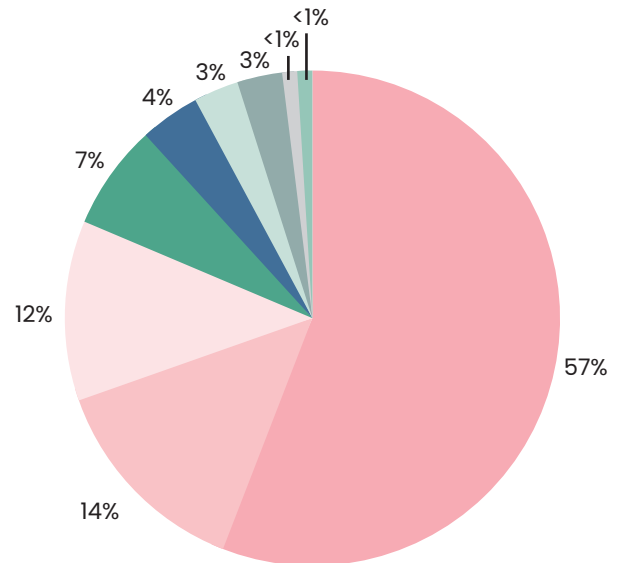
Revenue & Other Support	2023	2022
Adult Women Bible Studies	\$1,621,303	\$1,369,306
Individual Donations	393,065	337,285
Devotionals	196,879	178,178
Foundation & Corporate Support	92,760	132,450
BLAZE Materials	105,234	95,646
Events	336,375	14,070
Young Adult Bible Studies	21,848	26,513
Interest Income	4,686	323
CARES Act (Paycheck Protection Program Grant)	—	300,800
Other Materials	69,831	48,180
<b>TOTAL REVENUE</b>	<b>\$2,841,981</b>	<b>\$2,502,751</b>

Functional Expenditures	2023	2022
Program Services	\$2,246,990	\$1,753,744
Management & General	343,503	420,145
Fundraising	250,184	231,401
<b>TOTAL EXPENDITURES</b>	<b>\$2,840,677</b>	<b>\$2,405,290</b>

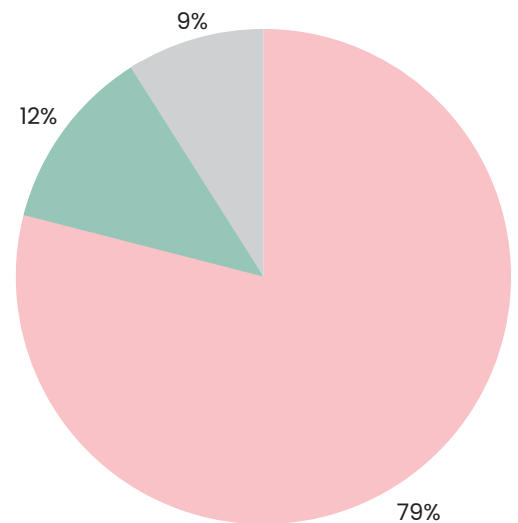
Net Assets	2023	2022
Beginning of Period	\$1,288,103	\$1,190,641
End of Period	1,289,407	1,288,103
Increase (Decrease) in Net Assets	1,304	97,462

Statement of Financial Position as of:	April 30, 2023	April 30, 2022
Total Assets	\$1,492,360	\$1,412,301
Total Liabilities	202,955	124,199
Net Assets with Donor Restrictions	46,409	48,135
Net Assets without Donor Restrictions	1,242,996	1,239,967
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,492,360</b>	<b>\$1,412,301</b>

2023 Revenue & Other Support



2023 Functional Expenditures





## In your own words...

WWP has forever changed my relationship with Jesus Christ and the Catholic Church. Using the WWP Bible studies, I hear Christ speaking to me, strengthening my faith and increasing my hope and trust in Him. In my daily life, I find myself joyful and conscious of His grace, enabling me to live out the great commandment to love God and my neighbor as myself. My prayers and participation in the sacraments are a vital and privileged part of my life. Through WWP, I have developed deep friendships with other women.



—**Áine Schenk, St. Therese Society member, pastoral coordinator and small group leader**



WWP has been a game-changer for me. It has helped me fill the place in my heart that was just waiting to be filled. My longing for what I thought could fill that void ended up being filled with a relationship with Jesus. Who knew; It's all I needed. I'm totally at peace in my life, even through the very rocky moments, and there have been many challenges. WWP has really grounded me, and I know what's important and who I am. I am so grateful and can't imagine life without this great Bible study!

—**Mary Craig, small group leader**

I've benefited from having WWP—the women and the Bible studies—as a pillar throughout the past 13 years while I raised three kids and grew into a more loving and patient wife and mother. I am grateful and hope this donation keeps the ministry alive.

—**Mary Obermeier, parish program participant**



## Throughout the Year



Donor Thank You Event



WWP LIVE in Wichita



Sisters of Life



WWP LIVE in Downingtown

**FLOURISH**  
WWP WOMEN'S CONFERENCE



Adoration



Praise and Worship



Real women. Real stories.

# 2023 Fiscal Year in Review

May 1, 2022 – April 30, 2023

## OUR IMPACT: March 2023 National Survey results from Parish Program Participants



**86%**

say their Catholic faith is stronger



**89%**

say their prayer life has improved



**91%**

say their relationship with Christ is stronger



**96%**

say they would recommend WWP to a friend

**70,000+**

women and girls served by Walking with Purpose



**116** new parish programs launched this year

**565** parish programs supported in total

**1,174**

parish program coordinators, including **379** new coordinators, volunteered their time to minister to women in their parishes

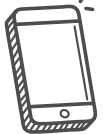
**virtual GROUPS**



**95** total virtual groups

**60,831**

followers received daily inspiration and connection through our social media channels



**7,000+** women signed up for **Immeasurably More** a WWP Lenten Journey



**1,214** generous donors contributed a total of **\$487,771** to support our mission

**95%** **blaze** of participants said they would join BLAZE again next year

**700**

women attended **Flourish 2023** WWP Women's Conference



**3,111**

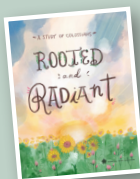
women attended WWP **LIVE events**

**1,500**

virtual group participants

**WHAT'S new**

launch of a new study this year, **Rooted and Radiant**



**IGNITE**, a pilot WWP program for boys, a companion to BLAZE



To deliver our content to a wider audience, we have developed new partnerships with **FORMED** and **Hallow**.



Panel Discussion at Flourish



WWP LIVE Welcome in Wichita



Lisa Offering a Prayer at Flourish



Columbus Catholic Women's Conference







## Fueling our Mission

We give thanks to God for the support of all our donors. WWP would like to recognize the following in this honor roll list as someone who made a critical impact this fiscal year:

### \$30,000 and above

Alejandra and Enrique Segura  
Mary Stenger

### \$10,000-\$20,000

Anonymous (1)  
Jodi and David Dausen  
Jacquelyn Finn  
Christina and Brian McCarthy  
Marston McKeon  
Stephen and Katherine Pryor  
Cheryl and Bob Rabbitt  
Molly and Arnie Schneider

### \$5,000-\$9,999

Anonymous (2)  
Mary and Felipe Rodriguez  
Glorybell Daboub ° †  
Donna and Kevin Myers  
Julie and David Ricciardi  
Lisa and Bob Rooney  
Áine N. Schenk †  
Betty and Bob Sheridan

### \$1,000-\$4,999

Anonymous (6)  
Jeff and Alexandra Baker  
Lisa Marie Bald  
Scott and Julie Bass  
The Bishop Family  
Diane M. Blattner †  
Mary Therese Bracken †  
Lisa and Leo Brenninkmeyer § °  
Jillian Buhl  
Becky Byrne  
Tom and Theresa Callahan °  
Michelle Campion °  
Marsha Casey  
Jane Clement  
Collins Family Charitable Fund  
Michael and Renee Crews  
Giving Fund  
JoAnn Crouse §  
Nicole Daigle McCracken °  
Marianne and Salem David °  
Cristina Decker  
Marcy Dolan  
Maria and Rick Dutmer §  
Linda and Robert Elliott  
Sondra Eoff  
In memory of Marci and Richard Erickson  
Molly and Domenic Ferrante  
Nancy Zou Finn  
Kelly and Peter Frank  
John and Gail Frederick

Tom and Mary Gardiner  
Jo and Frank Golden  
Mark and Sharon Gottlieb  
Chrissa Hammond  
Jane and Denny Harris °  
Joan Holmer  
Sarah and Christopher Johnson †  
Shallin and Kristen Joshi  
Maggie and Christopher Kelly §  
Marie Sakosky Kelly  
Elizabeth and Andrew King  
Diane Kish  
Angela and Jacob Krempel °  
Katie Largent  
Maria Luby †  
In memory of Marijane Maceri  
Kathleen Manning  
Allyson and Deacon Burt Martin  
Michele K. Matton  
Mary Jane McCloskey  
Marilyn and Charlie McLane †  
Joan Mock  
Christine and James O'Connell, Jr.  
Linda O'Connor  
Maria and Darren Olagues  
David and Adel Olsen  
Cynthia Ortega  
Ginger and Stuart Pape  
Susan Partel  
Joe and Angela Pausa  
Sheila Pettee  
Margaret Poppo †  
Shari and Todd Powers  
Susan Rassas  
Joe Hadley and Anne Marie Reilly  
Elizabeth Reutter ° †  
Barbara Ripp  
Carlye Rojas  
Mary Rolla  
Dr. Rick and Mary Salocker °  
Lina and Sante Simms °  
Mallory and Jared Smyth § °  
Andrea and Brad Snodgrass  
Karen Stellabotte  
Lisa Swanson ° †  
Emily and Andrew Thengvall §  
Marie and Richard Treanor §  
Paige Tutwiler  
Debbie Veach °  
Jill and Christopher Vollmer  
Jamie Wagle °  
Marie Ward  
Welsko Family Giving Fund  
Denise Wiley †  
Mike and Colleen Williams  
Cecilia Zavala

### \$500-\$999

Anonymous (12)  
Kathryn and Shep Abell  
Terry and Jay Bachmann  
Jeanne Baranek °  
Lisa and John Boone  
Marylou and Joseph Brusco  
Roberta Chiappelloni  
Lori and Jerry Collier § °  
Erica Colopy °  
Joan Conley  
Maureen Doran °  
Dr. Eric and Ann Dudenhoefer †  
Robin Fischer °  
Marie Gordon †  
Kathleen Gregory °  
Lisa Gross  
Lorraine Hancock °  
Annelise Hartley § °  
Connie Joines  
Sibylle Keller ° †  
Mary Ellen Kranzlin †  
Janine Kruzel § †  
Rachel and Paul Leibrandt § °  
Laura and Patrick Lencioni  
Helen and Brian Licata  
Catherine Macrina †  
Mary and Ken Miller  
Francesca Molinari  
Michael and Margaret Moynagh ° †  
Amy Nash °  
Jeanine Noah °  
Abigail Nottingham ° †  
Karen O'Malley § °  
Dyanna Pepitone ° †  
Nancy M. Powers  
Dana Preston  
Lori Remensnyder °  
Mr. and Mrs. T. Christopher Roth  
Kristine Schaefer °  
Elizabeth Shober  
Stephanie and Blake Sirgo †  
Erin Sirmon °  
Bev Svehlak  
Kathleen and Ben Swanson § °  
Weslee Wells-Stone °  
Dan and Laura White §  
Lori Wilbur °

### Corporate Sponsorship

Hallow, Inc.  
International Network of Women  
Catholic Leaders  
SoulCore

### St. Therese Society

This giving society recognizes the leadership level contributions of WWP supporters who make gifts totaling \$1,000 or more.



### Little Flower Circle

This giving circle recognizes monthly donors whose recurring investment in WWP make a critical impact on day-to-day operations.



### Walking with Purpose Team

We are grateful and humbled that 91% of the 34 members of our staff and board of directors made a personal financial investment in our mission this year.

§ Member of WWP staff or board of directors

° Little Flower Circle member

† WWP parish program coordinator



## Our Mission

At Walking with Purpose, our mission is to enable women to know Christ personally through Scripture.

## Board of Directors

Lisa Brenninkmeyer, *founder*  
Albert Faraj, *board chair*  
Kathleen Swanson, *secretary*  
JoAnn Crouse  
Maria Dutmer

## Chaplains

Fr. John Hopkins, LC  
Fr. Dave Pivonka, TOR  
Fr. John Riccardo  
Fr. Dave Sizemore



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