



walking with purpose
SO MUCH MORE THAN A BIBLE STUDY

Annual Report *2025*

Lighting the Path, Changing Hearts

MAY 1, 2024 through APRIL 30, 2025

Annual Report

Table of Contents

Message from Leadership	1
Mission and Vision	3
Impact Stories and Testimonials	5
Looking Back: <i>Highlights from FY25</i>	9
Program Highlights	15
Financial Overview	23
Looking Ahead: <i>Strategic Goals for FY26</i>	27
How to Give	29

YOUR SUPPORT MAKES THIS POSSIBLE

As we celebrate these incredible milestones, we're reminded that none of this happens without you. Your generosity fuels this mission and brings the hope of Christ to women around the world. Thank you for being part of this journey. Together, we're building a legacy of faith that will impact generations to come.

DONATE 



Message from Leadership

Dear Friends,

Every twenty-five years, the Church celebrates a Jubilee Year—a sacred time of reconciliation, pilgrimage, and returning to the heart of God. In this spirit, Pope Francis designated 2025 as a Holy Year of renewal, inviting us to be "Pilgrims of Hope."

In *Spes Non Confundit*, the Bull proclaiming the Jubilee Year, he reminded us: "Hope does not disappoint" (Romans 5:5). We are called to rediscover the steadfast hope that flows from a personal encounter with Christ, and to offer this gift to a world in need.

At Walking with Purpose, we are embracing this invitation wholeheartedly. It is the gospel—Jesus Christ, crucified and risen—that gives us reasons for hope, even in sorrow and struggle. This hope, "springing from the pierced heart of Jesus upon the cross," will never disappoint.

In the coming year, every action of our apostolate will be rooted in this call to hope. Lisa's next Bible study (coming in 2026) will explore each woman's unique call to nurture souls and gently lead them to the heart of Christ.

Since 2019, WWP has donated over 4,200 Bible studies and devotionals to women and girls who are incarcerated, homeless, facing crisis pregnancies, or living in underserved communities. We remain committed to placing the healing Word of God in the hands of every woman, equipping her to carry the light of hope into even the darkest places.

We are deeply grateful for your partnership in this mission. May we press on with perseverance and faith.

With gratitude in Christ,

Lisa Brenninkmeyer and Albert Faraj



*Our hope is
to place the
healing Word of
God in the
hands of every
woman,
regardless of her
circumstances.*



Our Mission

Enabling women to
know Christ personally
through Scripture.



Our Vision

Our vision for the future is that as
more Catholic women and girls
**deepen their relationships with
Jesus Christ**, eternity-changing
transformation will take place in
their hearts—and, by extension—in
their families, in their communities,
and ultimately, in our world.



Small Group Leader Testimonials



Walking with Purpose has truly transformed my life and relationship with the Lord. I have fallen in love with the truth of the gospel and strive eagerly to follow the path that Jesus taught us. It's all there in Scripture—plain and simple—but obviously not so simple all the time. That's why doing these studies in communion with others is imperative to living a faith-filled life. We need each other to work through the messiness of life, and WWP gives purpose to that mess. But only through studying more and more Scripture have I come to know my purpose. I pray in thanksgiving so often for the gift of WWP and being able to share my life and motherhood with other women pursuing truth as well. It's a priceless gift.

—Hannah Weigel, small group leader, Dallas, Texas



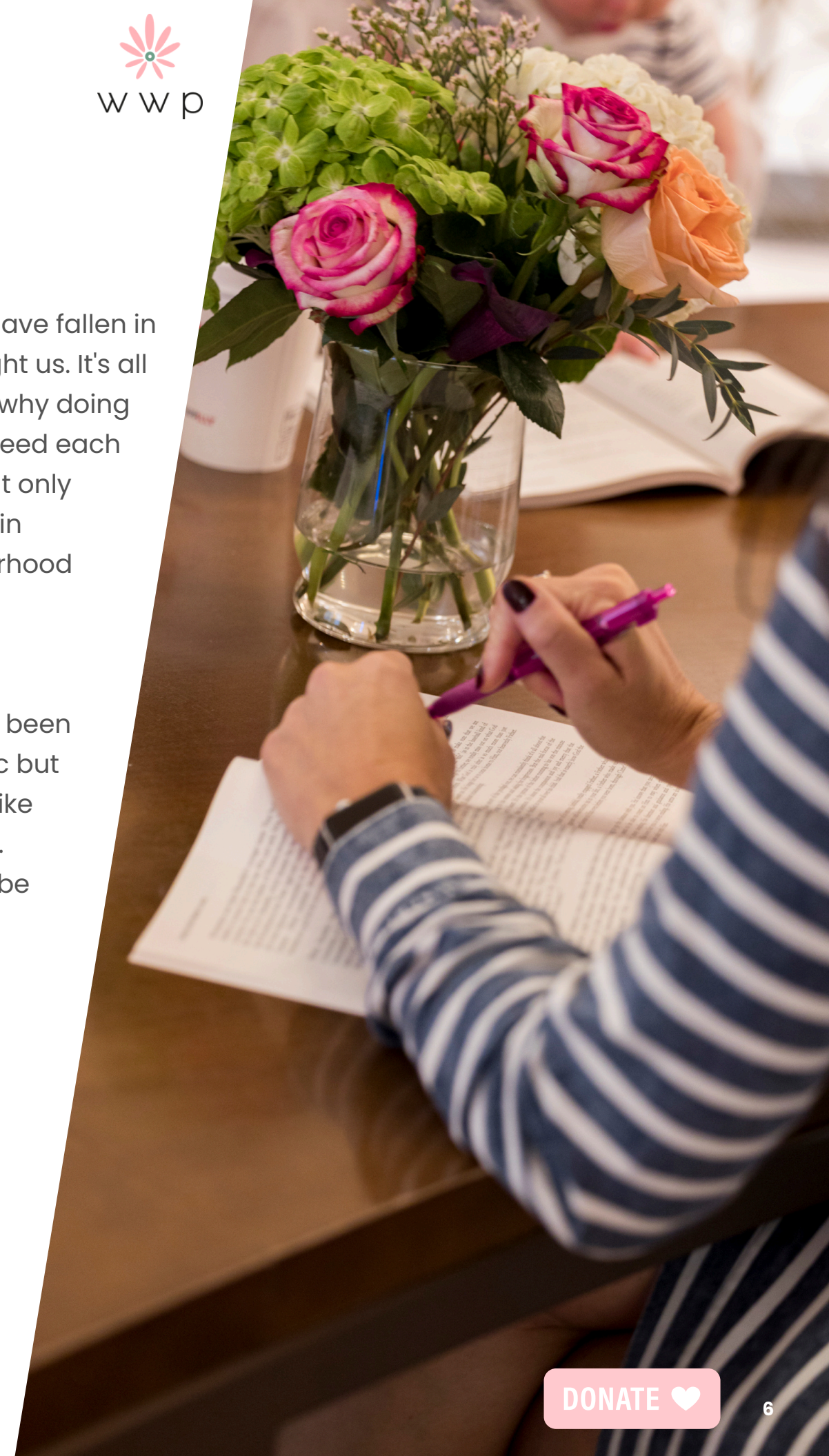
Walking with Purpose has been transformative for our parish. So many women have been invited in and stayed. It has been a safe place to land for women who aren't Catholic but are interested in learning more, for women who are members of the parish but feel like they don't know anyone, and for lifelong disciples who need that push to keep going. The content is so strong, the conversations are real and deep, and the welcoming vibe is wonderful. I am so grateful for the many ways I've been blessed by WWP.

—Risa Stalboerger, small group leader, Woodbury, MN



Before Walking with Purpose, I was wandering. Now, I'm focused on my growing love of prayer, church, community, etc. I thank WWP for putting my priorities where they should be: with God, family, and my church. I'm now a WWP leader, and I see women changing right before my eyes. I love this program and feel "privileged" to be a leader and a strong participant.

—Karen Jacobs, small group leader, Roswell, GA

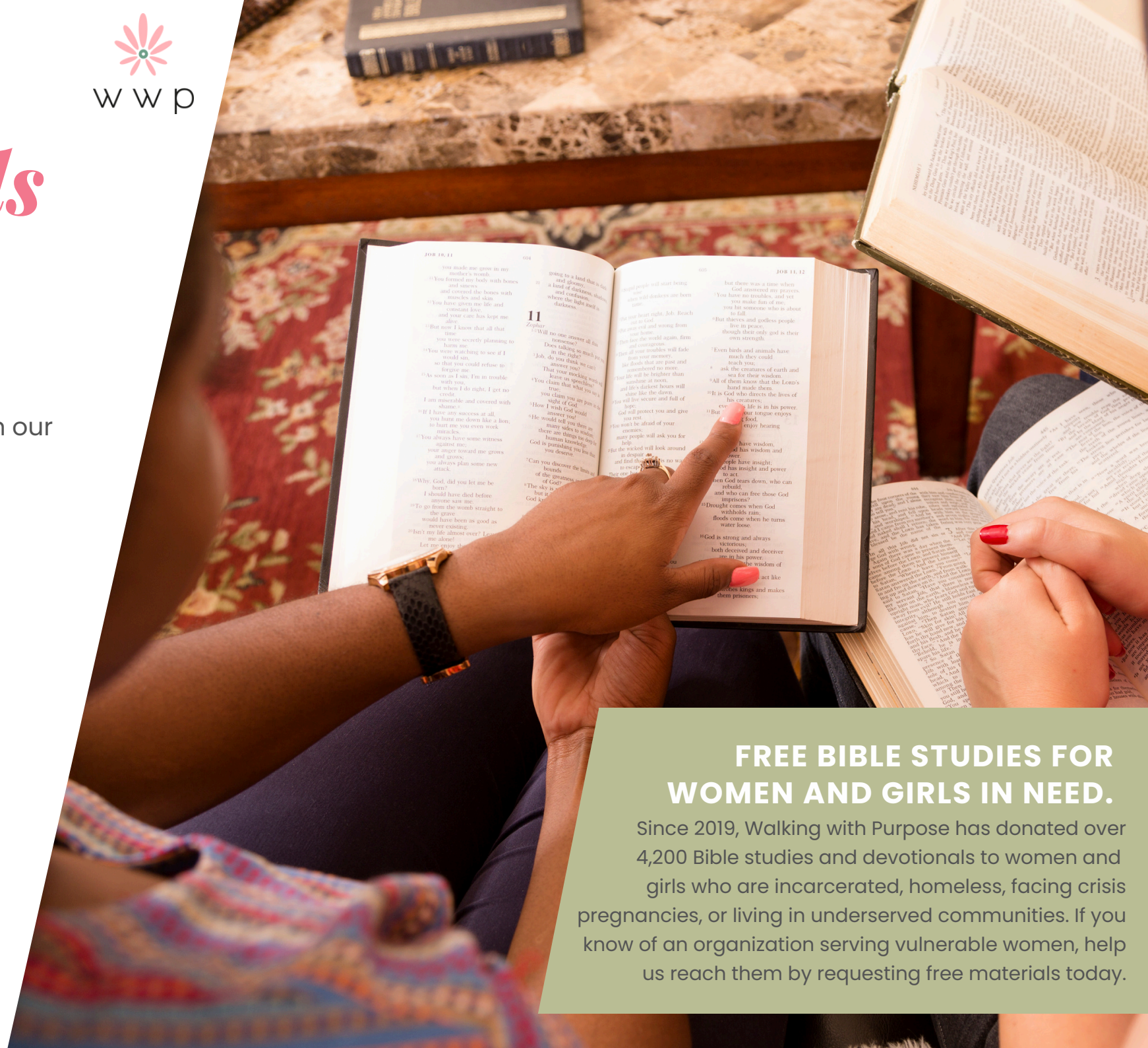


Impact Stories and Donated Materials



I knew from the first session that I was dealing with a program for middle school girls that was different, when during one of our early meetings I saw a very still, quiet, curious, and inspired look rest on the faces of the ten girls in our group when they heard the words, "If you cannot lose God's love, you cannot earn God's love." The fruits: these girls fell in love with their Bibles, walked happily into our meetings week after week, internalized truths about themselves, and had the courage to challenge lies. I even heard that one girl, in a counseling session, told her counselor that a coping skill she could use was, "Read my Bible," then ran to get it and shared passages that had been inspiring her. I am grateful for BLAZE. It truly meets middle school girls right where they are, and you can see it in their faces.

—Sr. Josephine Garrett



FREE BIBLE STUDIES FOR WOMEN AND GIRLS IN NEED.

Since 2019, Walking with Purpose has donated over 4,200 Bible studies and devotionals to women and girls who are incarcerated, homeless, facing crisis pregnancies, or living in underserved communities. If you know of an organization serving vulnerable women, help us reach them by requesting free materials today.

WWP provided free materials to the following organizations

- A Better Choice
- Bridgeport Rescue Mission
- Children of the Immaculate Heart
- Diocese of Baton Rouge, Fr. Josh Johnson
- Diocese of Lafayette, Office of the Pro-Life Apostolate
- Gabriel's Retreat
- Healed and Restored
- Morristown County Jail
- St. Dismas Ministry to the Incarcerated
- St. Thomas a Becket Parish in Canada
- St. Vincent de Paul Society
- Seton Home
- Sr. Josephine Garrett, REMM Counseling
- University of Houston Newman Center

Moments that Moved Us

WWP Highlights



New Resources

The *Heart of Vines* book, journal, and masterclass equipped young women to grow in faith and purpose. Launched in February 2025, these tools reached **652** young women during FY25.



Flourish Impact

More than 700 women encountered Christ and community at Flourish 2024 in Dallas, TX. The event sparked renewed faith, meaningful connections, and lasting spiritual transformation.



Podcast Growth

Season 2 of *Hope for Right Now* launched in January 2025, offering truth and hope to women wherever they are. With **299,996** downloads this fiscal year, the podcast ranked in the top 2% globally.



Book Launch

Viviendo en el amor del Padre, the Spanish translation of *Living in the Father's Love*, launched May 1, 2025. It helps Spanish-speaking women grow closer to Christ as they lean on truths found in Scripture.



Giving Back

Seventeen organizations received free Bible studies and devotionals to serve women in need this year. These gifts supported women in prisons, shelters, and crisis situations.

YOUR SUPPORT
MAKES THIS
POSSIBLE.



Count it All Joy

Parish-based Programs and Virtual Groups



Parish-based Programs

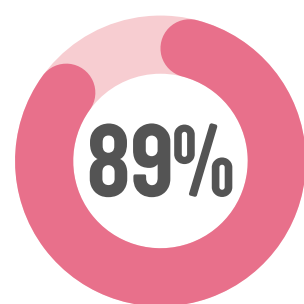
We are bringing women together in their parish communities to grow in their relationship with Christ through Scripture. With support from WWP, these groups create consistent, Christ-centered spaces for women to connect and thrive.

83 new programs launched

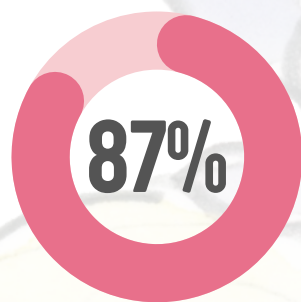
660 programs supported this year

Spiritual Impact

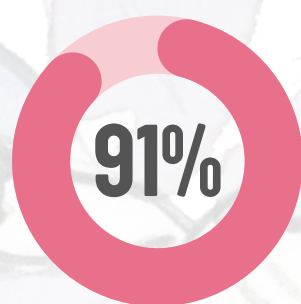
Through our studies and community, women in our parish-based programs are encountering Jesus in a personal and transformative way. Survey* results show deepened prayer lives, stronger faith, and a desire to share WWP with others.



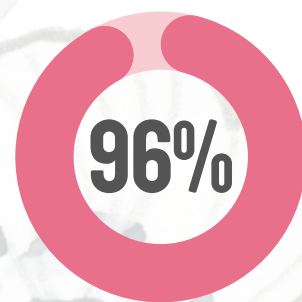
say their prayer life has improved



say their Catholic faith is stronger



say their relationship with Christ is stronger



would recommend WWP to a friend

*Based on data from 16,000+ respondents

Virtual Groups

Meeting women wherever they are—home, work, or moving into a new phase in life.

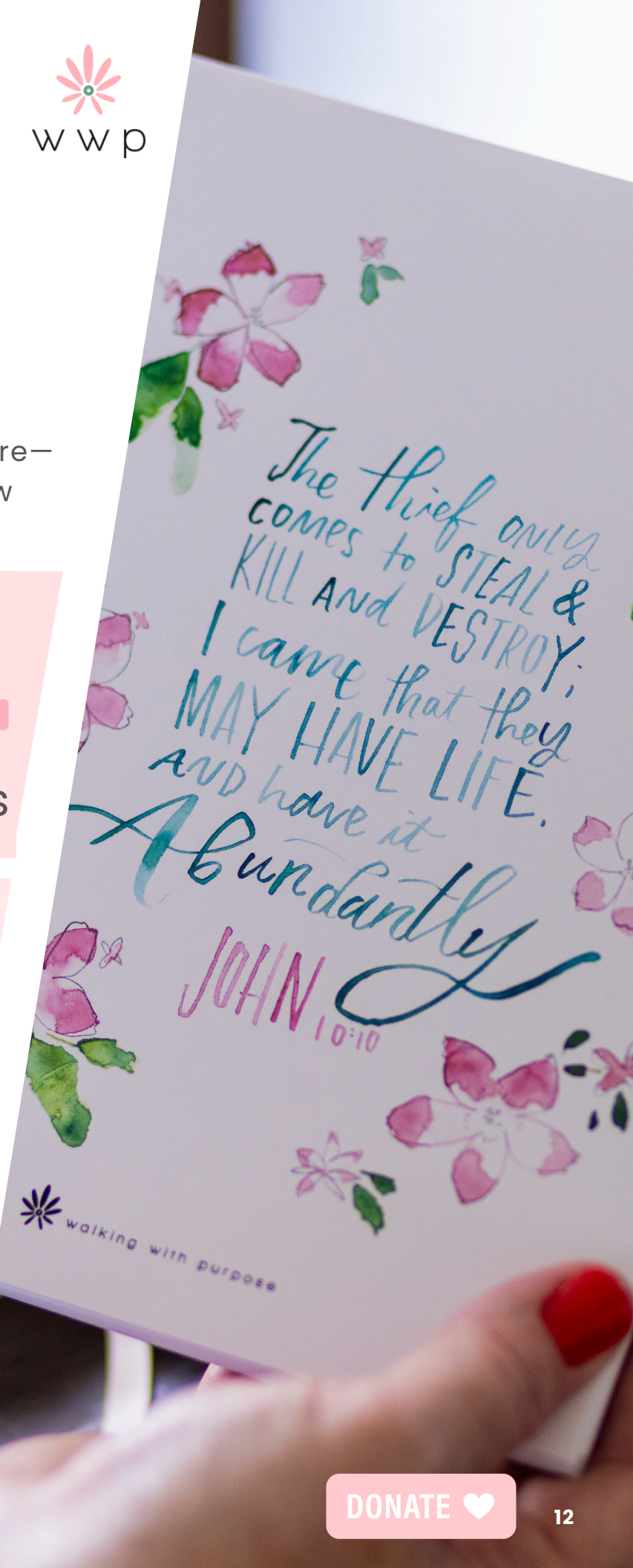
3,404 registrations

3 special groups launched for mothers, widows, and single women

226 virtual groups formed

20% increase!

164 virtual leaders



DONATE ❤️

Count it All Joy

Empowering the Next Generation and Those on the Margins



Generosity in Action

Your gifts are placing Bible studies and devotionals into the hands of women in need. Through donations, we've supported active duty military members and spouses, as well as organizations serving incarcerated women, those in crisis, and underserved communities.

2,035 Bible studies and devotionals donated

17 local organizations

Financial Support

Every gift makes a difference in helping women and girls encounter Christ through Scripture. Thanks to the generosity of our donors, lives are being transformed in parishes, homes, and communities across the country.

\$469,919 donated

1,818 donors

Youth Programs

Our BLAZE and Sisters of Strength programs guide girls to discover their identity in Christ through small group connection. These faith-filled experiences are forming the next generation of confident, Christ-centered young women.

2,416

girls learned to counter the lies of our culture with the truth in Scripture in BLAZE

1,914

high school girls used Sisters of Strength to explore key questions around identity, friendship, and purpose



DONATE

Program Highlights

Adult Women Bible Study Programs and Groups

Parish-based Programs

At the heart of Walking with Purpose, we bring women together to experience a community that reflects the beauty of heaven. Through Scripture and authentic friendship, hearts are set on fire, lives are transformed, and women are sent forth to change the world. Parish. Home. Base. We create space for women to encounter Jesus, stand firmly on His truth, and build life-giving friendships.

35,000+ women growing in faith

1,400+ volunteer coordinators leading with love

HOPE IN THE TRENCHES

Kate McDonald's Legacy Lives On

539 Donated Bible studies valued at \$17,815

Global Reach

To further our mission, women who are active duty military members and spouses are eligible for free WWP Bible study guides and coach support at their bases. *The Kate W. McDonald Memorial Military Scholarship—Hope in the Trenches* celebrates, strengthens, and rewards active duty military members and spouses.

Military-based Walking with Purpose groups are spread across the globe, including women from Hawaii, South Korea, Georgia, Texas, Alabama, California, New Mexico, Germany, Wyoming, Oklahoma, Massachusetts, Japan, and Colorado.



Program Highlights

Virtual Groups

Offering women a flexible, welcoming way to grow in faith and community from anywhere. With new affinity groups and a teen-focused Sisters of Strength group in 2025, there is a place for every woman and girl to belong.

Virtual Affinity Group Snapshots

- **General:** A virtual group open to all women seeking to grow in faith, healing, and wholeness. No specific life stage or experience is required to participate.
- **Moms:** A group for women currently raising children under the age of 18. Discussion and support center around the experiences of motherhood.
- **Military:** Designed for active duty or retired military women and their spouses. Content and conversation reflect the unique challenges of military life.
- **Widows:** A group for women who have experienced the loss of a spouse. Provides space for connection and shared understanding in the grieving process.
- **Singles:** For women who are single and seeking faith-based connection. Participants share similar life experiences and explore spiritual growth together.
- **Sisters of Strength:** A new virtual group for high school girls. Focuses on faith, friendship, identity, and purpose during the teen years.



Program Highlights

Heart of Vines

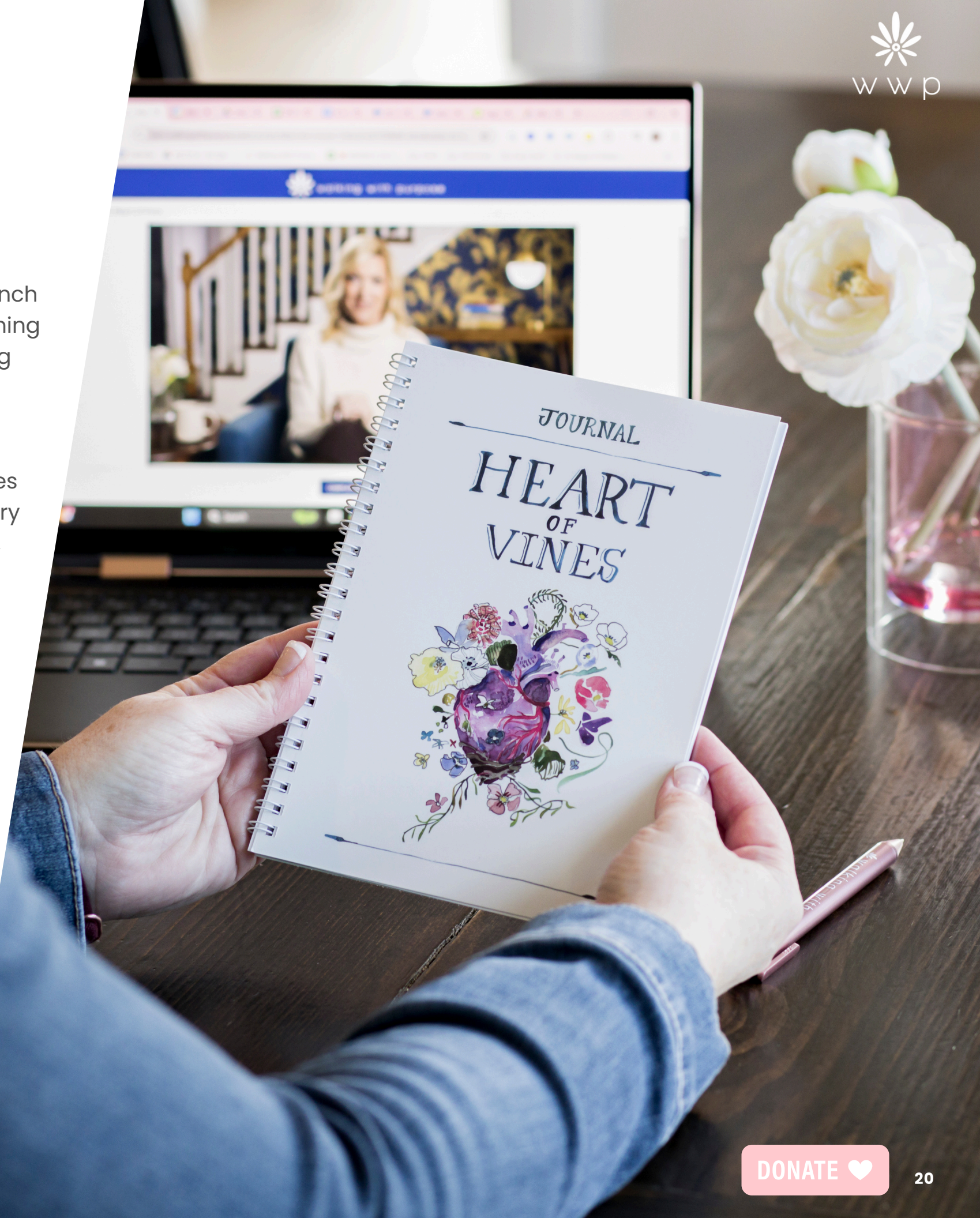
One of our most exciting endeavors from this past fiscal year has been the launch of *Heart of Vines* in February 2025. Created for the young woman who is searching for purpose and exploring her spirituality, this program is a gentle and affirming guide for believers and skeptics alike, which is available as a book or digital masterclass.

What makes *Heart of Vines* truly special, and perhaps one of our greatest hopes for it, is that it reaches far beyond women in their 20s. This is a resource for every woman who longs to understand the challenges our young people face today, to step into their world with empathy, and to be equipped with a narrative that allows them to grab hold of their hands.

Heart of Vines is more than a program—it is an invitation to meaningful connection across generations. Whether used in small groups, mentoring relationships, or personal reflection, it opens the door for honest conversations about faith, identity, and belonging. As women journey through the content together, we've seen bridges built between mothers and daughters, parish leaders and college students, seasoned believers and those just beginning to ask life's big questions. This shared experience of seeking and storytelling is what makes *Heart of Vines* truly transformative.

652

young women reached through
the *Heart of Vines* book and
masterclass in FY25



Program Highlights

BLAZE and Sisters of Strength



BLAZE, our ministry for tween/teen girls, and **Sisters of Strength**, for teens, are pillars in our apostolate's vision of passing on the torch of faith to the next generation. What better time to capture a young girl's heart than before she ever leaves the faith, equipping her with the skills to counter the lies of the world with the truths found from God?

This year, BLAZE received a beautiful update, specifically designed with young girls in mind, to capture their attention with something they'd find inspiring. While the content remains the same, the new look stays true to our classic WWP brand while also being visually appealing to tween girls.

Since the release of Sisters of Strength last April, over **205 leaders** have answered the call to bring Sisters of Strength to their communities. In fact, about fifty of our former BLAZE leaders have now started leading Sisters of Strength with their girls, as they transition from middle school to high school. It is their hope, and our prayer, that teen girls might be empowered to recognize their preciousness in the eyes of God, know their unconditional worth, and form authentic friendships.

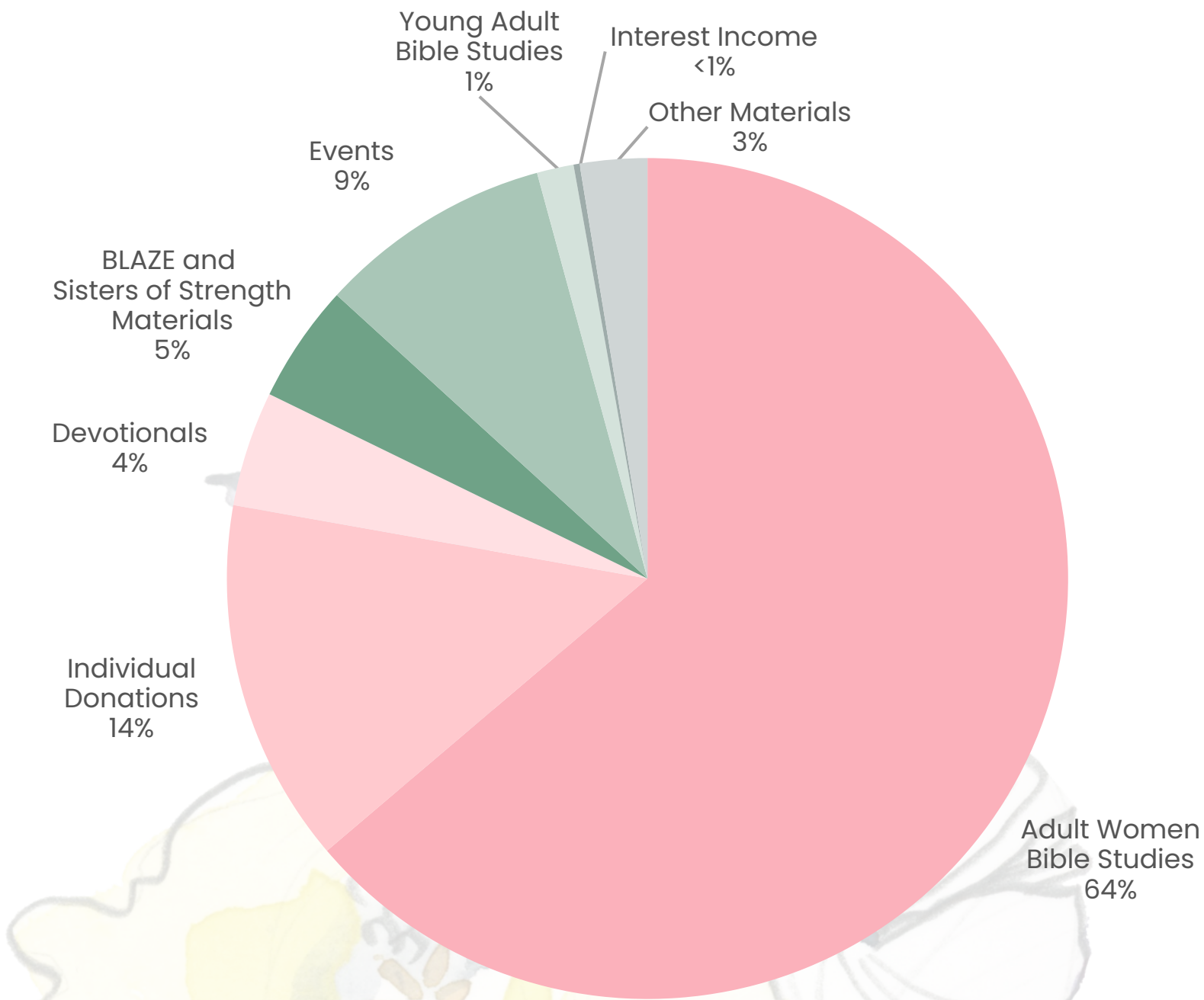
We offered our first Sisters of Strength Virtual Group in FY25



Financial Statements

2025 Revenue and Other Support

Every gift we receive is a testament to God's provision and the generosity of those who believe in our mission. This section outlines the revenue and other sources of support that make it possible for us to reach more women and girls with the truth of the gospel.



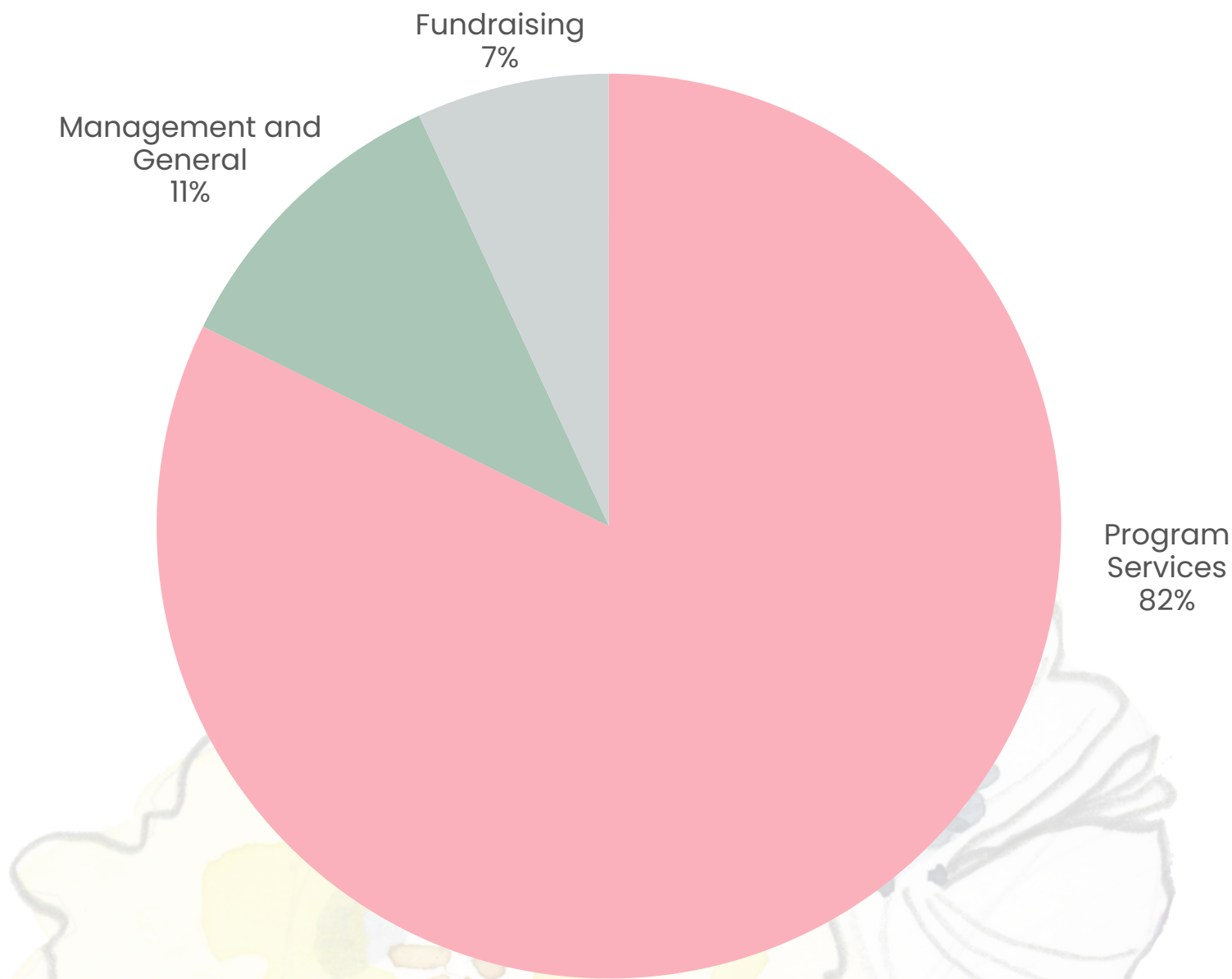
Statements of Activities | Fiscal Years 2025 and 2024
(May 1, 2024 through April 30, 2025, and May 1, 2023 through April 30, 2024)

	2025	2024
Adult Women Bible Studies	\$2,136,879	\$1,790,695
Individual Donations	\$469,205	\$457,371
Devotionals	\$148,332	\$154,696
BLAZE and Sisters of Strength	\$152,375	\$106,154
Events	\$301,400	\$187,970
Young Adult Bible Studies	\$47,373	\$27,266
Interest Income	\$7,783	\$14,651
Other Materials	\$86,551	\$67,650
TOTAL REVENUE	\$3,349,898	\$2,806,453

Financial Statements

2025 Functional Expenditures

Behind every program, event, and outreach effort is a thoughtful allocation of resources to ensure our mission is carried out effectively. This breakdown of functional expenditures offers a clear view of how funds are distributed across apostolate, fundraising, and administrative efforts to support sustainable growth and faithful stewardship.



Statements of Activities | Fiscal Years 2025 and 2024
(May 1, 2024 through April 30, 2025, and May 1, 2023 through April 30, 2024)

Functional Expenditures	2025	2024
Program Services	\$2,295,840	\$2,311,862
Management and General	\$302,391	307,482
Fundraising	\$192,383	193,597
TOTAL EXPENDITURES	\$2,790,614	\$2,812,941

Net Assets	2025	2024
Beginning of Period	\$1,282,917	\$1,289,405
End of Period	\$1,842,202	1,282,917
Increase (Decrease) in Net Assets	\$559,285	(6,488)

Statement of Financial Position as of:	April 30, 2025	April 30, 2024
Total Assets	\$1,972,219	\$1,432,482
Total Liabilities	\$130,017	149,565
Net Assets with Donor Restrictions	-	27,756
Net Assets without Donor Restrictions	\$1,842,202	1,255,161
TOTAL LIABILITIES AND NET ASSETS	\$1,972,219	\$1,432,482

Strategic Goals

Looking Ahead to FY26

As rewarding as it is to reflect on all the ways the Lord has guided us over the past year, there's a joyful anticipation that comes with looking ahead. We are excited to share the direction we believe the Holy Spirit is leading us and the goals we've prayerfully set for the upcoming fiscal year.



HELP MORE WOMEN ENCOUNTER JESUS

Your gift makes it possible for women and girls to encounter Jesus through Scripture and community—whether in a parish, online, or even on a military base. When you give to Walking with Purpose, you're not just supporting a program—you're changing lives and building a legacy of faith. Join us in bringing hope to more women and girls today.



Flourish is coming to St. Louis April 17–19, 2026

We're thrilled to invite women to a powerful weekend of prayer, inspiration, spiritual growth, and authentic connection. This unforgettable experience will leave hearts renewed, uplifted, and ready to flourish in faith.



Spanish-language offerings are expanding

After successfully translating *Living in the Father's Love—Viviendo en el amor del Padre*—we're moving forward with *Opening Your Heart* in Spanish. Through new translations, virtual groups, and parish connections, we're reaching more Spanish-speaking sisters with God's Word.



House of Gold is coming to print

Our Advent devotional will soon be available in a beautiful hardback edition. We pray it draws women closer to Jesus through Mary, and prepares hearts to fully receive the joy of Christmas. It's a meaningful way to journey through the season with intention, beauty, and faith.



Hope for Right Now, Season 3 is coming January 2026

We're excited to announce that more than forty new episodes are planned for the coming season of Hope for Right Now. Each will meet women where they are, offering spiritual encouragement and practical guidance for daily life.

Partner with Us

Make an Eternal Impact



Jesus says it's our responsibility to be generous with our talents. I am grateful for all the women with whom I have shared a sacred WWP table over the past ten years. WWP has been foundational for the growth of many ministries in our parish.

—**Sue Stone, parish-based participant, New Canaan, CT**

Every gift—big or small—has the power to change a life. When you give, you help women and girls encounter Christ personally through Scripture. Join us in this life-transforming mission by making your gift in one of the following ways today:

- **Online:** <https://walkingwithpurpose.com/donate-annualreport/>
- **By Mail:** 15 E. Putnam Avenue, Greenwich, CT 06830
- **Monthly Giving:** Become a partner with recurring gifts
- **Legacy Giving:** Leave a lasting impact through planned giving



This year, we are grateful for **1,066 new donors—a 74% increase** from last year. The *House of Gold* Advent devotional played a major role in this growth, inspiring women across the country to give generously and support our mission to draw hearts to Christ through Scripture. Thank you!



Coming this fall, a new giving society!

Extraordinary impact begins with faithful generosity. Our Giving Societies honor those who go above and beyond in supporting our mission—whether through leadership-level annual gifts or ongoing monthly support. These partners help us reach more women and girls with the truth of Scripture and the love of Christ.



St. Therese Society

Named in honor of our apostolate's patron saint, the St. Therese Society recognizes supporters who make annual gifts of \$1,000 or more. These leadership-level contributions allow us to expand to new locations and reach more women and girls with the hope found in Scripture. [Learn more »](#)



Little Flower Circle

The Little Flower Circle honors generous monthly givers whose ongoing support helps sustain our mission year-round. Their faithful commitment allows us to develop new Bible studies, train volunteers, and reach more hearts, without the ups and downs of seasonal giving. [Learn more »](#)



walking with purpose

SO MUCH MORE THAN A BIBLE STUDY

Mission

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

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