



It is our great pleasure to share with you our ministry's first ever Annual Report. The 2019 fiscal year was one of tremendous growth for Walking with Purpose, and we are humbled to have accompanied more than 42,000 women and girls on their journey with the Lord.

Looking only at the mainstream headlines, the outlook for our Church appears grim. At Walking with Purpose, though, we know that the Holy Spirit is always at work writing a much longer story - one of redemption and transformation - and so as a ministry, we're keeping our eyes fixed instead on the author and perfecter of our faith (Hebrews 12:2). The Lord has blessed Walking with Purpose, and the women and girls we serve, with so many reasons to have true hope.

Last August, we launched BLAZE, a national ministry for middle school girls, that seeks to dispel the lies of the wider culture by proclaiming the truth God longs for His daughters to believe. In February, we published our ninth Bible study for adult women, *Grounded in Hope*, and we remain committed to obtaining the Imprimatur on all of our Bible study materials. In March, we launched our 300th parish-based Bible study program for adult women. Across the nation, women are leaving the sidelines and getting in the game, heeding the call to minister to their sisters in Christ. We celebrate each local WWP program as a great victory for the glory of God, and we are inspired by the commitment of more than 760 volunteer coordinators who are assisting the women in their communities to encounter Our Lord through Scripture. In April, we welcomed a fourth chaplain, Fr. John Riccardo, to provide counsel for our ministry.



As Walking with Purpose moves into its second decade as an apostolate committed to the new evangelization, we're embracing our identify shift from an entrepreneurial start-up to a high-growth ministry. Our team is dedicated to a Godsized mission: to help every Catholic woman and girl in America to open her heart to Jesus Christ. Each achievement of our work has as its aim the powerful shift of one woman - and then another, and another - to turn her heart to the Lord.

We are filled with hope, leaning into Christ's promise that we do not chart this course alone. We receive, as our own, the wisdom and assurance the Lord gave to St. Paul in a dream: "Do not be afraid, but speak and do not be silent; for I am with you" (Acts 18:9-10). We pray that it is His voice that would be heard through Walking with Purpose as we continue to speak into the lives of women and girls.

Our ministry is able to amplify this message of truth and hope thanks to the partnership of our dedicated volunteers and generous donors. We thank you for your continued prayers and support, and we invite you to invest in Walking with Purpose to help us reach the next 42,000 women and girls. We look forward to sharing with you the Lord's victories through our ministry in the year ahead.

Blessings in Christ,

Lisa Brenninkmeyer

Founder and Chief Purpose Officer

Lesa brennintenege

Julie Ricciardi

CEO and Board Chair



Who We Are

Walking with Purpose is a ministry of Jesus Christ.

Why We Exist

We exist to enable women to know Jesus Christ personally through Scripture and the teachings of the Roman Catholic Church.

Our Mission

Our mission is to help every Catholic woman and girl in America to open her heart to Jesus Christ.

Our Vision

Our vision for the future is that, as more Catholic women 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 nation.

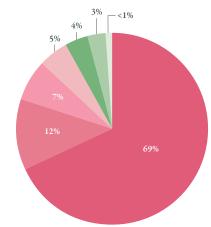


Financials

Statements of Activities | Fiscal Years 2019 & 2018 (May 1, 2018 through April 30, 2019 and May 1, 2017 through April 30, 2018)

Revenue & Other Support	2019	2018
Adult Women Bible Studies	\$1,289,008	\$864,411
Individual Donations	224,484	277,715
Events	130,869	113,308
BLAZE Materials	106,676	_
Foundation and Corporate Support	72,930	60,500
Young Adult Bible Studies	53,517	37,093
Other Materials	2,213	9,736
TOTAL REVENUE	\$1,879,698	\$1,362,763

2019 Revenue & Other Support

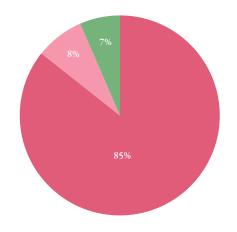


Functional Expenditures	2019	2018
Program Services	\$1,339,054	\$989,681
Management & General	131,400	119,572
Fundraising	113,702	94,969
TOTAL EXPENDITURES	\$1,584,156	\$1,204,222

Net Assets	2019	2018
Beginning of Period	\$568,369	\$409,828
End of Period	863,910	568,369
Increase in Net Assets	\$295,541	\$158,541

Statement of Financial Position as of:	April 30, 2019	April 30, 2018
Current Total Assets	\$ 935,207	\$644,196
Current Liabilities	71,297	75,827
Net Assets without Donor Restrictions	863,910	568,369
TOTAL LIABILITIES & NET ASSETS	\$935,207	\$644,196

2019 Functional Expenditures





Our Donors

* Indicates a member of the Little Flower Circle, our ministry's community of recurring monthly donors. To learn more or join, please visit: walkingwithpurpose.com/the-little-flower-circle

\$10,000 and above

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42,241 women and girls

impacted by Walking with Purpose representing



Launched



A new program for middle school girls, reaching

7th and 8th graders

of girls say their relationship with God has improved as a result of BLAZE





(currently in development)

at FOCUS' SEEK Conference in January 2019 where we launched our second Bible study series for young adult women

receiving daily inspiration and connection through our social media channels



Celebrated our l 14h Anniversary



Bible studies published

Harmony, Perspective, Exhale, and Grounded in Hope

2019 Tiscal **Year in Review**





Grew our ministry team to





Established our

Parish Program at Corpus Christi in Lansdale, PA

Our mission

at Walking with Purpose woman and girl in America to open her heart to Jesus Christ.

women attended our April 2019 Leaders Gathering in Falls Church, VA

738 Parish Program Co-Coordinators

volunteering their time to minister to the women in their parishes

women accessed small group leadership development and training through our online portal



323 inquiry calls

hosted with women interested in bringing Walking with Purpose to their parishes

generous donors

to Walking with Purpose contributing a total of **\$304.449** to support our mission

Ambassador **Trents**

hosted, introducing women from 77 parishes to Walking with Purpose

Our Impact

April 2019 National Survey Results from Parish Program Participants



shared that their Catholic faith is stronger



say that their relationship with Christ is stronger



would recommend Walking with Purpose to a friend



report that their prayer lives have improved since they started Walking with Purpose

Parish Programs supported with 19.484

7 WWP Live! Events

hosted, giving 2,238 women the opportunity to hear our founder, Lisa Brenninkmeyer, and our CEO, Julie Ricciardi



















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with purpose walking



THE MODERN WOMAN'S GUIDE TO THE BIBLE



