



# 2021 *Annual Report*



walking with purpose

SO MUCH MORE THAN A BIBLE STUDY



# Dear friends,



We are sharing our ministry's Annual Report with tremendous gratitude and hope. The women of Walking with Purpose grew stronger in a year when many people felt disconnected. Amazingly, 81 new parishes welcomed new Walking with Purpose groups despite the fact that only 3% of Catholic parishes in the United States were operating under normal conditions. The pivot to gathering virtually was executed seamlessly, thanks to the training offered by our Regional Area Coordinators. Our annual survey reflected high levels of satisfaction and growth, no different than in years when women could meet face-to-face. Your giving had a significant impact on our ability to do these things, and we thank God for you every day.

Yet there is more work to be done. As we reflect on the state of women today, I would describe us as transitioning—navigating re-entry after a very unusual year and a half. In the words of organizational psychologist Adam Grant, “people are looking at their lives through a foggy windshield and muddling through their days” as a result. There’s a name for this somewhat joyless and aimless state: languishing. It’s not as severe as burnout or depression, but it’s a far cry from flourishing.



It’s all been so chaotic and disorienting, hasn’t it? How surprising and startling it was when the busyness just stopped. We all took a deep breath and recognized that we had needed a worldwide time out. We needed to decompress, to take a nap, to go for a walk, to get off the gerbil wheel. But after years of blaming our pace of life for our problems, many of us were surprised that the slowdown didn’t automatically reorder our lives. A slower schedule often just drew attention to what had been disordered all along but was hidden below the surface. Real problems came to light, and our desire to escape was intensified. The result? People are still exhausted and not sure what will make things better. Motivation has been dulled and the ability to focus is reduced.

So where do we go from here? Women are at a crossroads, and the temptation to fall into escapism through alcohol, distraction, consumption, and numbing out is real. Walking with Purpose is offering an alternative to those things and have been hard at work preparing two new Bible studies that will meet women where they are and lead them to a much better place. Many women have experienced a large decrease in friendship and an increase in loneliness due to COVID. Our new study, *Reclaiming Friendship*, will offer timely guidance in terms of how to build social lives that are truly life-giving. This will be followed by the release of *Ordering Your Priorities*, a back-to-basics Bible study that invites women to come back to community to start building lives that they love.

This is what you have helped us to do. We hope you will continue to invest in our ministry. There is much work still to be done, but we feel the Holy Spirit behind us, giving us the push we need to keep reaching out to help connect hearts with Jesus—the only One who can move us from languishing to flourishing.

Blessings in Christ,

Lisa Brenninkmeyer  
Founder and Chief Purpose Officer

Julie Ricciardi  
CEO and Board Chair

*“We always thank God, the Father of our Lord Jesus Christ, when we pray for you.”  
Colossians 1:3*





# Financials

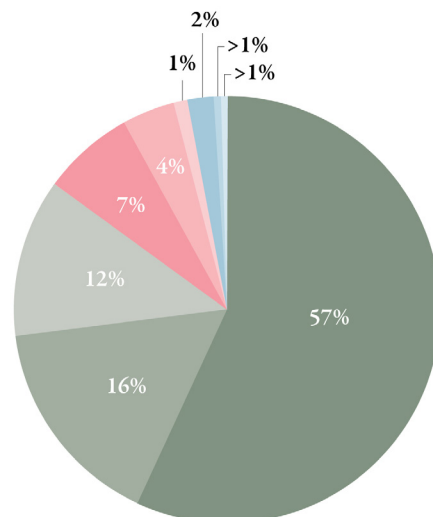
## Statements of Activities | Fiscal Years 2021 & 2020

(May 1, 2020 through April 30, 2021 & May 1, 2019 through April 30, 2020)

### Revenue & Other Support

	2021	2020
Adult Women Bible Studies	\$1,045,914	\$1,369,456
Individual Donations	289,998	314,298
Devotionals	225,885	187,673
Foundation & Corporate Support	129,002	80,809
BLAZE Materials	65,290	75,021
Events	24,145	53,206
Young Adult Bible Studies	36,234	37,352
Interest Income	4,246	5,718
Other Materials	3,723	4,531
<b>TOTAL REVENUE</b>	<b>\$1,824,436</b>	<b>\$2,128,064</b>

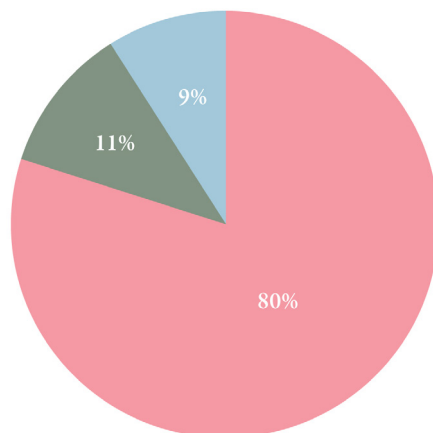
### 2021 Revenue & Other Support



### Functional Expenditures

	2021	2020
Program Services	\$1,485,296	\$1,565,261
Management & General	209,497	141,385
Fundraising	168,428	60,953
<b>TOTAL EXPENDITURES</b>	<b>\$1,863,221</b>	<b>\$1,767,599</b>

### 2021 Functional Expenditures



### Net Assets

	2021	2020
Beginning of Period	\$1,229,426	\$868,960
End of Period	1,190,641	1,229,426
Increase (Decrease) in Net Asset	(38,785)	360,466

### Statement of Financial Position as of:

	April 30, 2021	April 30, 2020
Current Total Assets	\$1,588,998	\$1,339,966
Current Liabilities	398,358	110,540
Net Assets without Donor Restrictions	1,190,640	1,229,426
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,588,998</b>	<b>\$1,339,966</b>



# Fueling Our Mission



We give thanks to God for the support of all our donors, and we would like to recognize the following for their unwavering commitment to our ministry this fiscal year:

**Parish Program Coordinators:** 900 dedicated volunteers who selflessly love women to Christ and create connection and community at parishes across the nation.

**St. Therese Society Members:** Named in honor of our ministry's patron, the St. Therese Society recognizes the leadership level contributions of our most generous donors. To learn more or to join the St. Therese Society, visit [walkingwithpurpose.com/the-st-therese-society](http://walkingwithpurpose.com/the-st-therese-society)

**Little Flower Circle Members:** Monthly donors whose recurring investment in our ministry makes a critical impact on our day-to-day operations. Learn more at [walkingwithpurpose.com/the-little-flower-circle](http://walkingwithpurpose.com/the-little-flower-circle)

**The Walking with Purpose Team:** 33 staff and board members who place their professional gifts and talents at the service of our ministry. 94% of our team members supported our mission through personal donations this year.

## \$50,000 and above

Allyson and Burt Martin †

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

Anonymous

Lisa and Leo Brenninkmeyer § o

Jodi and David Dauses

Jackie Finn †

Christina and Brian McCarthy

Cheryl and Bob Rabbitt

Molly and Arnie Schneider

George J. and Mary Sue

Thelen Family Foundation

Michelle Campion o

Marsha Casey

JoAnn Crouse § o

Glorybell Daboub † o

Nicole Daigle o

David and Diana Di Rita

Marcy Dolan

Mary Donovan

Maria and Rick Dutmer §

Linda Elliott

Kathy Fitzgerald

Kelly and Peter Frank †

Gail Frederick

Jane and Denny Harris o

Kristen and Shalin Joshi

Maggie and Christopher Kelly §

Elizabeth and Andrew King †

Rachel and Paul Leibrandt § o

Lisa and Tim MacCarrick †

Marilyn and Charlie McLane †

Anita and John Mitchell

Joe and Evette Nowicki

David and Adel Olsen

Sheila Pettee

Katie Reichenberger †

Anne Marie Reilly and Joe Hadley

Lisa and Mark Ritchie

Bill and Kathy

Rohner Foundation

Carlye Rojas

Mary Rolla

Alicia Russi †

Mallory Smyth § o

Kimberly and Randall Spellins †

Wendy Stark

Mary Stenger

Karen Strecker

Kathleen and Ben Swanson §

Emily and Andrew Thengvall §

Marie and Richard Treanor §

Paige Tutwiler

Debbie Veach o

Jill and Christopher Vollmer †

Marie Ward †

Welsko Family Giving Fund §

Mike and Colleen Williams

## \$500-\$999

Kristen Andrews

Terry and Jay Bachmann

Lisa Bald †

Jeanne Baranek o

Madison Best

Michelle and Kenneth Boretti

Marylou and Joseph Brusco

Thomas Callahan

Erin Cardinal o

Shanda Carney

Jane Clement

Nancy Cuniffe

The Frank and Elaine

Davey Charitable Fund

Maureen Doran o

Elizabeth Ducote †

Danielle Esposito o

Carol Henrichs

Megan and Erik Hiss

Laura Hull o

Shannon Huston †

Mary Jacobson

Carla Jimenez o

Sarah Johnson †

Connie Joines

Sibylle Keller † o

Diane Kish

Mary Kyne

Cathie Larson

Michael and Margaret Moynagh o

Judy Neary

Karen O'Malley § o

Ginger and Stuart Pape †

Margaret and Michael Poppo

Susan Rassas †

Rochelle Reding †

Kate and James Robson

Kristine Schaefer

Lexi Schweiger †

Christina and Joshua Seminara

Shaver Family Charitable Trust

Paulette and Anthony Snyder

Mary Ruth Sorrel o

Caroline Stansbury o

Jessica Waltman

Vicki Warner

Wendy Yu †

## Key

§ = Member of Walking with Purpose staff or Board of Directors

o = Little Flower Circle Member

† = Walking with Purpose parish program coordinator



**38,011**  
women and girls

impacted by  
WWP Bible studies

# 2021 Fiscal Year in Review

May 1, 2020 to April 30, 2021



walking with purpose

Released **Rest,**  
a 31-day devotional, &  
**Praying**  
**from the**  
**Heart,**  
a prayer journal  
for women, and  
**sold 4,900**  
**copies**



**43,262**  
followers

received daily inspiration  
and connection through  
our social media channels



**2,556**  
generous donors

contributed a total of

**\$419,000**

to support our mission



Celebrated our  
**13th**  
Anniversary

**81**  
new  
Parish Programs  
launched



Launched a  
YouTube channel  
with an all-new show,  
**Truth with Handles**



Released

**blaze**  
**belong**

a new  
20-week  
program  
for middle  
school girls

After participating in Blaze,

**88%** of girls say that  
their relationship  
with God has  
improved

**419** Parish Programs  
supported



Hosted  
**3 live**  
Bible studies  
on Instagram  
and Facebook



Expanded to  
**3** more states  
**19** new dioceses



Hosted **53 WWP Coordinator Circles,**  
virtual mentorship events providing community and  
connection for Parish Program Coordinators

## Our Impact

March 2021 National Survey Results from Parish Program Participants



**86%**

shared that  
their Catholic  
faith is stronger



**92%**

said that their  
relationship  
with Christ  
is stronger



**94%**

would  
recommend  
WWP to  
a friend



**89%**

reported that their  
prayer lives  
have improved  
since they  
started WWP

Created online  
communities for

**275**  
women

interested in  
non-location-based  
virtual Bible study



**11 The Art of  
Creating  
Community**

virtual events hosted,  
introducing 325  
prospective volunteer  
leaders to WWP  
parish programs



9 regional staff members provided personal  
coaching and leadership support through  
**1,402 personal calls** with volunteers



Developed

**23 new training  
videos & tools**

to support parishes  
that transitioned  
to a virtual format



Four webinars hosted  
by our founder, Lisa  
Brenninkmeyer, giving

**3,900**  
participants

opportunities for encouragement,  
education, & prayer



**900**



Parish Program  
Coordinators volunteered  
their time to minister to the  
women in their parishes

**1,557**  
inquiry calls

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





## ***Our Mission***

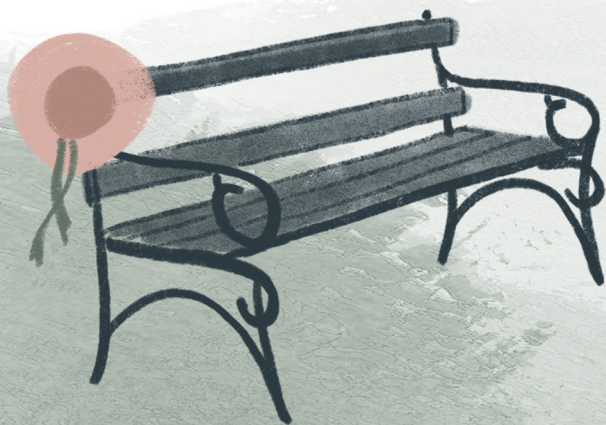
To help every Catholic woman  
and girl in America encounter  
Jesus Christ through our  
Bible studies.

## ***Board of Directors***

Lisa Brenninkmeyer, *Founder*  
JoAnn Crouse, *Member at Large*  
Maria Dutmer, *Member at Large*  
Julie Ricciardi, *Chair*  
Kathleen Swanson, *Secretary*  
Lisa Walker, *Treasurer*

## ***Chaplains***

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



walking with purpose

[walkingwithpurpose.com](http://walkingwithpurpose.com)

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