

The background of the page is decorated with various watercolor floral illustrations. There are several large, detailed flowers in shades of pink and magenta, some with green leaves and stems. There are also smaller, simpler flowers and buds scattered throughout. The overall style is soft and artistic.

# *2022 Annual Report*



walking with purpose

SO MUCH MORE THAN A BIBLE STUDY

*Dear friends,*



After years of waiting on the Lord's perfect timing, we hit the road for our first in person WWP LIVE! event in April. It seemed just the right thing to go back to where we started, with hearts full of gratitude and expectancy. Our event in Annapolis, Maryland sold out at 950 tickets, and the room was filled with women whose lives had been changed by our ministry. What struck me most deeply was how many of the women who had been participants in the early years have now grown into leadership positions. I was able to see the fruit of what years spent in God's Word and in good Catholic community can do. I recognized their faces and remembered their names and stories, but in many ways, these were not the same women I had known almost twenty years ago. They were transformed. This, without question, has been the work of the Holy Spirit, but the Walking with Purpose community has unquestionably been a part of the journey.

One woman shared with me that she had often been invited to Walking with Purpose, but year after year she said no. She was a busy, working, single mother, and it felt like adding this to her life would tip the scale. But she saw peace and serenity in the faces of the women who were a part of the WWP community and longed for what they had. When she finally decided to join WWP, her only regret was not having done it sooner. This was where she found what she needed to delve into Scripture, finding practical tools to make her life run smoother. Most importantly, it brought her deeper into a life-changing relationship with Jesus.



These are the stories we hear over and over, and we never tire of them. What started with eight women in the basement of St. Andrew by the Bay has grown into a movement of almost 50,000 women and counting. It's an accumulation of thousands of small yeses from women across the country, saying yes to stepping out of their comfort zone, yes to giving Scripture a try, yes to being vulnerable in relationships, yes to leading a small group, and yes to inviting their friends to join them.

We are humbled by your yeses, and we are looking forward to reaching even more women this year as we announce additional dates for WWP LIVE! events in several cities across the United States. We are also hard at work on a new short Bible study on the book of Colossians. As we wade through the waters of modern culture, this study will root you firmly in the love of Christ and help you conform your life to His no matter what comes your way. In an effort to provide you with our studies **when and how** you want them, we launched digital versions of six of our most popular studies this spring, and we look forward to releasing more of our materials digitally to meet the needs of the women our ministry serves.

**Your** yes to investing in our mission is a huge part of what makes all of this possible. It's hard to move the needle in a community all by ourselves. But when we link arms, when all of our yeses accumulate and join together, real change happens. Thank you for making that possible not only where you live but in cities all across the country. There is much work still to be done, but we feel the Holy Spirit behind us, giving us the nudge we need to keep reaching out to help connect hearts with Jesus and transform eternities.

*Lisa Brenninkmeyer*

Lisa Brenninkmeyer  
Founder and Chief Purpose Officer

*Julie Ricciardi*

Julie Ricciardi  
CEO and Board Chair



# Financials

## Statements of Activities | Fiscal Years 2022 & 2021

(May 1, 2021 through April 30, 2022 & May 1, 2020 through April 30, 2021)



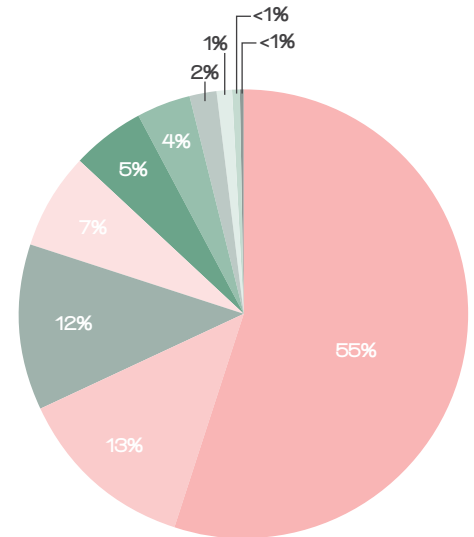
### Revenue & Other Support

2022

2021

Adult Women Bible Studies	\$1,369,306	\$1,045,914
Individual Donations	337,285	289,998
Devotionals	178,178	225,885
Foundation & Corporate Support	132,450	129,002
BLAZE Materials	95,646	65,290
Events	14,070	24,145
Young Adult Bible Studies	26,513	36,234
Interest Income	323	4,246
CARES Act Paycheck Protection Program Grant	300,800	0
Other Materials	48,180	3,723
<b>TOTAL REVENUE</b>	<b>\$2,502,751</b>	<b>\$1,824,436</b>

### 2022 Revenue & Other Support



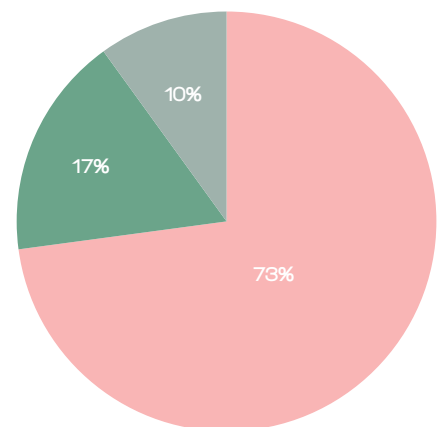
### Functional Expenditures

2022

2021

Program Services	\$1,753,744	\$1,485,296
Management & General	420,145	209,497
Fundraising	231,401	168,428
<b>TOTAL EXPENDITURES</b>	<b>\$2,405,290</b>	<b>\$1,863,221</b>

### 2022 Functional Expenditures



### Net Assets

2022

2021

Beginning of Period	\$1,190,641	\$1,229,426
End of Period	1,288,103	1,190,641
Increase (Decrease) in Net Asset	97,462	(38,785)

### Statement of Financial Position as of:

April 30,  
2022

April 30,  
2021

Current Total Assets	\$1,412,301	\$1,588,998
Current Liabilities	124,199	398,358
Net Assets with Donor Restrictions	48,135	0
Net Assets without Donor Restrictions	1,239,967	1,190,640
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,412,301</b>	<b>\$1,588,998</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:** 1,038 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. To learn more or to join the Little Flower Circle, visit [walkingwithpurpose.com/the-little-flower-circle](http://walkingwithpurpose.com/the-little-flower-circle).

**The Walking with Purpose Team:** 34 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.



## \$30,000 and above

Mr. and Mrs. Denis Harper

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

Jodi and David Dauses  
Katie and Pierce Keating  
Christina and Brian McCarthy  
Marston McKeon  
Cheryl and Bob Rabbitt  
Molly and Arnie Schneider  
Mary Stenger

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

Anonymous (2)  
Lisa and Leo Brenninkmeyer \$ o  
Emma Eisenstein Foundation  
Jo and Frank Golden †  
Kathleen Manning  
Donna and Kevin Myers  
Joe and Evette Nowicki  
Shari and Todd Powers \$  
Julie and David Ricciardi \$  
Mary and Felipe Rodriguez  
Aine Schenk †  
Betty and Bob Sheridan  
Karen Stellabotte

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

Anonymous (10)  
Laurie and Michael Baschwitz  
The Bishop Family  
Diane M. Blattner †  
Teenie and Jim Bracken †  
Lisa Burner †  
Martha Burtness

The Judy Byrne  
Charitable Giving Fund  
Tom and Theresa Callahan  
Michelle Campion o  
Marsha Casey  
Jane Clement  
JoAnn Crouse \$ o  
Glorybell Daboub † o  
Nicole Daigle o  
Marcy Dolan  
Linda Elliott  
Sondra Eoff †  
Molly Ferrante  
Kathy Fitzgerald  
Gail Frederick  
Mary Gardiner  
Marie Gordon †  
Anne Marie Reilly and Joe Hadley  
The Hammond Family  
Jane and Denny Harris o  
Carol Henrichs  
Sarah and Christopher Johnson †  
Kristen and Shailin Joshi  
Jean Hefflin Kane  
Maggie and Christopher Kelly \$  
Elizabeth and Andrew King †  
Diane Kish  
Janine Kruzel \$ †  
Katie Largent  
Cathie Larson  
Michele K. Matton  
Kimberly McCabe †  
Marilyn and Charles McLane †  
Mia Macatula  
Anita and John Mitchell  
Francesca Molinari

David and Adel Olsen  
Ginger and Stuart Pape †  
Susan Partel  
Joe and Angela Pausa  
Sheila Pettee  
Susan Rassas  
Katie Reichenberger †  
Carlye Rojas  
Mary Rolla  
Angeli K. Scott  
Lina and Sante Simms o  
Mallory Smyth \$ o  
Kimberly and Randall Spellins †  
Wendy Stark  
Emily and Andrew Thengvall \$  
Marie Treanor \$  
Debbie Veach o  
Jill and Christopher Vollmer  
Lisa Walker \$  
Marie Ward  
Vicki Warner  
Welsko Family Giving Fund \$

## \$500-\$999

Anonymous (5)  
Rebecca Adam  
Terry and Jay Bachmann  
Jeanne Baranek o  
Madeline Baxter  
Marylou and Joseph Brusco  
Erin Cardinal  
Julie Colligan  
Corpus Christi WWP Participants  
The Frank and Elaine Davey  
Charitable Fund  
Rosemary DeGrado

Maureen Doran o  
Brian and Rebecca Downey †  
Ann Dudenhoefer  
Maria and Rick Dutmer \$  
Elizabeth Eldridge  
Kelly Fain  
Katie Ferry  
Kelly and Peter Frank  
Mark and Sharon Gottlieb  
Annelise Hartley \$ o  
Melinda Hassen  
Theresa Horton  
Laura Hull o  
Dolores Humphrey †  
Shannon Huston †  
Mary Jacobson  
Carla Jimenez o  
Carol J. Jones  
Sibylle Keller † o  
Jennifer King o  
Edward Klapot  
Angela and Jacob Krempel o  
Rachel and Paul Leibbrandt \$ o  
Michael and Margaret Moynagh o  
Abigail Nottingham † o  
Karen O'Malley \$ o  
Joan Piasio †  
Margaret and Michael Poppo †  
Lisa and Mark Ritchie  
Kristine Schaefer o  
Beth and Christopher Schutte  
Elizabeth Shober  
Sue and Robert Stone  
Lisa Swanson † o  
Jamie Wagle o  
Jessica Waltman

**Key:** \$ = Member of Walking with Purpose  
staff or Board of Directors

o = Little Flower Circle Member  
† = Walking with Purpose parish program coordinator





# 2022 Fiscal Year in Review

May 1, 2021 to April 30, 2022



Created online communities for

## 420 women

interested in  
non-location-based  
virtual Bible study



## We're Back!

Hosted two in-person LIVE events  
in Annapolis and Dallas. Coming  
to Norwalk, CT, Wichita, KS,  
Philadelphia, PA, Edgewood, KY,  
San Diego, CA, and Northern VA in the fall.



## 1,038



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



## 2 new studies

*Ordering Your Priorities* and  
*Reclaiming Friendship* were  
launched this year, each  
selling out within months



## 49,520 women and girls

impacted by  
WWP Bible studies

## 486

Parish Programs  
supported

## 95 new

Parish Programs  
launched



## blaze

**93%** of parents  
believe their  
daughter's relationship  
with God has improved.

## Our Impact

March 2022 National Survey Results from  
Parish Program Participants



## 87%

reported that  
their Catholic  
faith is stronger



## 92%

said that their  
relationship  
with Christ  
is stronger



## 80%

say they are  
able to be  
more patient  
with others



## 89%

reported that their  
prayer lives  
have improved  
since they  
started WWP

## 45,756 followers

received daily inspiration  
and connection through  
our social media channels



## 1,242 generous donors



contributed a total of  
**\$469,737**  
to support our mission

## Your Stories

When Christ repeatedly called me to lead BLAZE, I was uncertain as I have 5 small children and no experience with middle school girls. Despite my concerns, I surrendered to Christ's call and trusted in His faithfulness. Witnessing Christ at work in the lives of His littlest daughters was inspirational. The BLAZE platform allowed the girls invaluable time to safely share their faith and hear the truth of Christ's relentless love for them. BLAZE enabled the girls to develop a deeper relationship with Jesus and see Him actively working in their lives. Being a BLAZE leader has been a great blessing in my life!

—**Abigail Nottingham, St. Therese Society member,  
Pastoral Coordinator & BLAZE Leader, Derby, KS**

Walking with Purpose has had a ripple effect on my life. I've made lasting friendships with my spiritual sisters, and I now understand what it means to be a beloved daughter of God and have a relationship with Christ...I'm so grateful for the blessings in my life that I see everyday—particularly being able to engage my adult sons in conversations about their Catholic faith and drawing them closer to Him. I invest in the mission of Walking with Purpose because we must keep the momentum of this ministry going. I'm excited to be a part of helping [WWP] reach the next 50,000 women!

—**Marston McKeon, St. Therese Society member,  
Parish Program Participant, Columbus, OH**

I love it! This Bible class has been life changing. It centers me and leaves me feeling balanced and loved. My husband agrees... I urge any man, woman, and child to join a Bible study like WWP. I love the virtual option because it's so easy to do from home or anywhere in the world!

—**Margaret Richards, Virtual Participant, Vancouver, WA**

I'm very grateful to have WWP in my parish. It has been a grace in the lives of the women who have gotten involved in their Bible studies. Their participation gives them a sense of belonging to a group striving to live their faith. WWP has helped them grow, and with so much joy!

—**Rev. André Ramos, Pastor of Guardian Angels  
Catholic Church, Santee, CA**

WWP has changed my life, and when we moved across the country, one of the first things I did was look for a WWP parish program in my area to continue within this wonderful ministry. I hope more women have access to this life-giving work.

—**Megan, Little Flower Circle member,  
Virtual Participant, Wellesley, MA**

## 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)

[giving@walkingwithpurpose.com](mailto:giving@walkingwithpurpose.com)

15 E. Putnam Avenue, Greenwich, CT 06830

(844) 492-5597