

Hi friend,

I wish I were standing on your front porch delivering this impact report today so I could personally thank you for your partnership with Proverbs 31 Ministries. You are such a gift.

We are so grateful to be reaching millions of people worldwide. But what really has us celebrating this year is that each number represents individual lives that encountered biblical Truth. This is especially important to point out this year.

You see, as we planned for 2022, our leadership team determined that we didn't just want to grow bigger; we wanted to grow *deeper*. As the world crept out of the pandemic, we realized women were longing for more than surface-level knowledge; they wanted to go deeper in their relationship with God.

Leaning into this, I was reminded of the tree described in **Jeremiah 17:7-8 (NIV)**: *"But blessed is the one who trusts in the Lord, whose confidence is in him. They will be like a tree planted by the water that sends out its roots by the stream. It does not fear when heat comes; its leaves are always green. It has no worries in a year of drought and never fails to bear fruit."*

"Growing deeper" is more than theology. It's about establishing deep roots in our personal relationship with God. *Why is this important?* A tree with shallow roots is in great danger of being knocked down and taken out. But a tree with deep roots is able to withstand thrashing winds from bigger storms when they come. And they will come.

As humans, we are much the same. Shallow seeking will produce shallow believing and leave us vulnerable to falling. But deep seeking will produce deep believing and equip us to stand firm, no matter what may catch us off guard.

Deep roots keep us secure in God's love when fear arises. Deep roots anchor us with the truth that He is in control when unexpected hardships surround us like unruly winds. Deep roots wrap us tightly in God's peace during the storm that didn't show up on the radar.

In my own life, everything changed when I shifted from simply knowing facts about God to forming a deep connection with Him and His Word. That's why, this year, we focused on creating opportunities for women to experience significant spiritual growth through the *Therapy & Theology* podcast, First 5 app, *Encouragement for Today* Devotions, Online Bible Studies, and content shared on YouTube and social media platforms. All of this was made possible by your generosity.

I'm so excited to show you the tangible fruit of your faithfulness through this report. As you'll see, you are changing the world, one woman at a time.

Many blessings,



Lysa TerKeurst
President and Chief Visionary Officer of Proverbs 31 Ministries



Growing in Impact by Going Deeper

In 2022, your faithful partnership with Proverbs 31 Ministries made it possible for women to go beyond just surface-level knowledge and form a deeper connection with God and His Word.

We made an intentional plan to execute this with every single ministry program:

THERAPY & THEOLOGY PODCAST

Lysa TerKeurst tackled difficult topics like shame, emotional abuse, red flags in relationships, boundaries and more with the help of Licensed Professional Counselor Jim Cress and Dr. Joel Muddamalle. The podcast also crossed over 1 million global downloads after just five months!

SHE SPEAKS CONFERENCE

We brought back the first in-person experience of our annual She Speaks Conference since 2019 and hosted 250 attendees in Charlotte, North Carolina. Also, 55,000+ minutes of She Speaks training content was viewed, multiplying ministry impact across the globe.

ONLINE BIBLE STUDIES

Online Bible Studies had 177,085 unique participants in the five studies of 2022, which is 14% more women finding a biblical community through this program than in 2021.

YOUTUBE

Realizing the potential of YouTube, the world's second largest search engine platform, we continued looking for ministry opportunities and had over 15 million impressions (a 41% increase from 2021) and 1.2 million views (a 16% increase from 2021). Because we know women's time is limited but their desire to learn deep biblical Truth isn't, we created short segments of impactful content to meet their need in this way.

FIRST 5

The free Bible study mobile app, First 5, crossed 4 million downloaders since its launch in 2015. In 2022, participants studied *Seeing Jesus in the Old Testament* and the books of Leviticus, Romans, Judges, Numbers and Matthew.

ENCOURAGEMENT FOR TODAY DEVOTIONS

We delivered daily devotions via email Monday-Friday to more than 80,000 new subscribers in 2022. We also expanded the *Encouragement for Today* writer team to reach more women in different seasons of life.

CIRCLE 31

We developed a community of monthly donors called Circle 31! Members have the opportunity to establish friendships with others who are passionate about seeing God's Word impact the hearts of women. Members also receive insider perks, including access to a texting community, free digital products, discounts and more.

SOCIAL MEDIA

We entered a new social media platform, TikTok, so we can bring Truth to a younger demographic on their preferred app. By the end of 2022, we gained 12,000 followers.

BIBLICAL RESOURCES

We learned that our audience was searching for content on prayer, so we developed resources to meet them in this area with "15 Prayers for Your Husband," "15 Prayers for Your Future Husband," and *Clear Mind, Peaceful Heart: Prayers and Devotions for Sleeping Well in a World Full of Worry*.

And we're not stopping here.

In 2022, we began in-depth evaluations of our key areas of ministry, where we focused on creating individual improvement plans to increase our effectiveness. These evaluations will continue into 2023 and beyond to ensure we are utilizing feedback and data to help our audience grow deeper in their faith.

Scan this code and see where your donations went in 2022.

