EVANGELICAL COUNCIL OF FINANCIAL ACCOUNTABILITY
Proverbs 31 Ministries is a member of the Evangelical Council of Financial Accountability (ECFA). ECFA provides accreditation to leading Christian nonprofit organizations that faithfully demonstrate compliance with established standards for financial accountability, transparency, fundraising and board governance.

EXCELLENCE IN GIVING
Excellence in Giving recognizes transparency when charities share more data about governance, finances, strategy and impact than the IRS requires. Each recognized charity has submitted 175 data points about operations and performance for donors to review before making an informed giving decision.

CHARITY NAVIGATOR
Charity Navigator’s rating system examines two broad areas of a charity’s performance: their Financial Health and their Accountability and Transparency. These ratings allow charitable givers and social investors to make intelligent giving decisions so that the nonprofit sector can improve its performance.

“Now to him who is able to do far more abundantly than all that we ask or think, according to the power at work within us, to him be glory in the church and in Christ Jesus throughout all generations, forever and ever. Amen.”

EPHESIANS 3:20-21 (ESV)
Hi Friend,

**CAN I CONFESS SOMETHING TO YOU?**

The worst kind of lonely for me is being surrounded by people and yet still feeling utterly alone.

I can feel it at a restaurant full of noise and activity and people talking loudly over one another. I can feel it in a mall bustling with crowds and overhead announcements and music meant to move everyone along. I can feel it even in a house full of voices I know with all the typical background noises of this place I call home.

The world is spinning, people are connecting, and music is playing … and there I am in the middle of it all, smiling on the outside but crying on the inside. Maybe you can relate.

Never have I understood this feeling more than when my marriage hit the roughest of places, and I didn’t know who to turn to for help.

Part of the problem was I didn’t know exactly what was going on. But the other part of my silence was because I wasn’t sure what to say or who was safe to say it to. So I just walked through my days pretending to connect with others while feeling so very isolated.

Since I’ve broken my silence about this, I’ve been astounded by the number of women who feel the same way. They’ve slipped me notes in person or through social media that admit how very alone they feel because of a hurt they haven’t been able to talk about or process.

This is a huge tactic of the enemy. He knows if he can isolate us, he can influence us. He can make us so consumed with the hurt that we become doubtful of God’s promises, disconnected from Truth, and convinced it will never get better.

**THAT’S WHY WE DO WHAT WE DO HERE AT PROVERBS 31 MINISTRIES. WE HELP PEOPLE KNOW THE TRUTH, LIVE THE TRUTH, BECAUSE WE BELIEVE IT CHANGES EVERYTHING.**

One of our deepest desires is to reach those who feel painfully alone in their circumstances, and provide a safe place for them to get connected and have their hopelessness redirected with solid teaching from the Bible and honest testimonies.

**IN 2018:**

- **5,304,507** people connected with us on social media accounts
- **792,879** people used the free First 5 mobile app
- **1,537,409** people subscribed to *Encouragement for Today*
- **172,879** people participated in Online Bible Studies (OBS)
- **20,400** people listened to our new *Proverbs 31 Ministries Podcast*
- **6,046** people were trained to write, speak or lead

I am one of those numbers. My life, my marriage and my relationship with God have been deeply impacted by the Scriptural teaching and practical resources at Proverbs 31 Ministries.

**Oh friend, we need each other. God designed us to help one another.** And it’s one of the greatest honors of my life to come alongside you to say, **“YOU’RE NOT ALONE. TOGETHER, WE CAN GET THROUGH THIS.”**

Blessings,

LYSA TERKEURST, President
*Proverbs 31 Ministries*
Everyday Life with Lysa Radio Spot with Whitney Capps, Co-host

While we celebrate the incredible amount of impact our radio show has had over 23 years, we have recognized that our audience needs three things:

1) More than 60 seconds of audio content at a time
2) Access to our audio content on their schedule
3) Deeper Bible teaching and godly mentoring from the audio content

We have faithfully worked toward finishing our radio show and are working toward putting more of our Bible teaching in audio format in 2019.

In the meantime, transitioning our efforts from our 60-second radio program to the Proverbs 31 Ministries’ New Podcast will enable us to provide the three things listed above that our audience is asking for. Sometimes the bravest decision a ministry can make is to finish one area well so we can start even more impactful areas of ministry strong.

As you’ll see in another area of this report, to meet our audience right where they are with the solid Bible teaching they need, we also began delivering our weekend First 5 teachings through an audio format.

“Proverbs 31 has been a strategic partner for Christian radio for so many years. I was blessed to share it with our KGCB, Radio Shine audience in Arizona and now in the Philippines as a broadcast missionary with United Christian Broadcasters. Thank you for being faithful to God’s calling. The principles shared on the P31 broadcast are as timeless as God’s Word on which they are based.”

Mike With United Christian Broadcasters Media
In June 2018 we entered the world of podcasting with the Proverbs 31 Ministries Podcast. We wanted to create something that set Proverbs 31 Ministries apart from the rest of the interview-style podcasts. So we put a different spin on it and came up with what would make our podcast distinct.

Each month we release two or three episodes featuring an expert who teaches on a topic from a biblical perspective. Our co-hosts, Meredith Brock and Kaley Olson, who are in different seasons of life, then help the listeners process what the teaching means to them personally and how they sense the Lord challenging them in a specific area.

The Proverbs 31 Ministries Podcast is eradicating biblical poverty by helping “any girl in any season” connect with God’s Truth in a relatable way and apply that Truth to a specific area of her life.

“...This podcast has really helped my walk with God. Every time I start to feel like I’m wandering away from my faith, Meredith and Kaley help guide me right back!”
As Proverbs 31 Ministries seeks to reach women where they are, bringing Truth and encouragement, it’s no wonder we continue to see growth on all our social media platforms. Through beautiful graphics and inspiring words, often using Scripture alone, our team daily interacts with women to speak words of hope into weary and worn down hearts.

In the midst of the marketing and mayhem that can occur on social media, Proverbs 31 Ministries continues to shine light on truth.

**OVER 5.3 MILLION PEOPLE REACHED DAILY THROUGH SOCIAL MEDIA!**
I’ve been following your Instagram for a while. Our world has been absolutely shaken, and then I came across your posts. Even though we feel so many different emotions, we need to try and remember to feel comfort in the fact that God will carry us through. I wanted to thank you for being a constant reminder of that.”

COURTNEY
In 2018 we celebrated three years of leading people through the Bible one chapter at a time on our **FIRST 5 MOBILE APP**. Every day on First 5, people discover the Bible in a fresh way as we dig into historical significance, learn nuances in the original language and reveal connections between points of Scripture that help illuminate God’s Word to this generation.

Our volunteer writers are committed to study and prayer as they lead us to the heart of God through His Word every day. And our staff diligently reviews each teaching with a careful theological and editorial eye. Every Bible teaching we deliver takes **11 STAFF HOURS**.

Your donation helps us take God’s Word literally into all the world every single day. But also, to be faithful stewards of your donor dollars, we look for ways to create sustainable income so your donor dollars go even further. As a result, we give our First 5 users the opportunity to purchase Experience Guides where they can dig deeper into the daily teachings.

**HERE ARE JUST SOME OF THE HIGHLIGHTS IN 2018:**

- We added nine new writers to our volunteer team.
- We started audio teachings each weekend to build on the teachings that week.
- Each audio teaching is transcribed and those notes are in the app. A volunteer transcribes these for us, allowing our deaf and hard of hearing audience the ability to receive these teachings.
FIRST 5 USERS ARE IN 194 OF 196 COUNTRIES IN THE WORLD.

In 2018, we published SIX EXPERIENCE GUIDES designed to help readers pause and reflect on each chapter in the study, with an application to our daily life. Our team intentionally writes, designs and names each guide to appeal to and help readers engage in the greater narrative of Scripture and journal their experiences with God.

TOTAL NUMBER OF EXPERIENCE GUIDES PURCHASED IN 2018: 58,171

BOOKS STUDIED IN 2018

1 KINGS
2 KINGS
HOSEA
JOEL
AMOS
OBADIAH
JONAH
MICAH
NAHUM
HABAKKUK
ZEPHANIAH
HAGGAI
ZECHARIAH
MALACHI
PHILIPPIANS
JOHN
PSALMS 1-72
JEREMIAH

527,778
TOTAL DOWNLOADS IN 2018

2,385,911
DOWNLOADS TO DATE (JULY 2015 - DECEMBER 2018)
One of the first pieces of biblical content Proverbs 31 Ministries produced was our *Encouragement for Today* devotions. Sent via email Monday through Friday, our devotions are used by women around the world to connect with the Word of God and receive a touch of encouragement.

“During my battle with adrenal fatigue the daily devotions sustained me. When I felt overwhelmed and unable to cope, I’d get a boost from the words the amazing ladies shared! So grateful!”

KEONA
Our devotions are written in the voice of a friend who comes alongside the reader to say, “I get it. I understand. But with the help of God’s Word we can learn and move forward together.”

2018 Highlights

WE FAR EXCEEDED OUR LONG-TIME GOAL OF 1 MILLION SUBSCRIBERS.

WE FEATURED 71 SPONSORED DEVOTIONS, SETTING AN ANNUAL RECORD. THIS PROGRAM ALLOWS US TO INTRODUCE NEW AUTHORS TO OUR READERS WHILE FUNDING MINISTRY EFFORTS.

“Through these daily devotions God continues to open the eyes of my heart to my own flaws and helps me to love and forgive myself and others. So thankful for His abundant love, grace and mercy.”

CATHERINE

“There are no words that can express my gratitude for the devotions. I praise our Lord and King for all that He is doing in and through this ministry.”

KATE
172,879 PEOPLE JOIN US FOR AN ONLINE BIBLE STUDY

2018 was an amazing year of ministry for our Online Bible Study team with 172,879 INDIVIDUALS studying the Word of God, and an amazing 101,192 OF THOSE WERE FIRST-TIME OBSers.

Melissa Taylor, Senior Director of OBS and First 5, is known for her prayerful OBS book selections. In 2018, we featured five powerful books:

- *I Am Loved* by Wendy Blight
- *Why Her?* by Nicki Koziarz
- *Seamless* by Angie Smith
- *Love Life Again* by Tracie Miles
- *Breathe* by Priscilla Shirer

“This is the best study I’ve ever done and it changed my life. I wanted to do every single part of it and watch every single Facebook, Instagram and video you all posted – I just didn’t have time. But I dedicated every morning to reading my Seamless book and Bible and man, it was amazing. My hubby is in seminary for his Masters in Divinity and we were able to have discussions we’ve never been able to have. Thank you P31 OBS for changing my life!”
Sometimes the books are submitted to us and sometimes they come across Melissa’s path in the most unique ways. *Seamless* by Angie Smith was mentioned in a conversation she was having at church. After that she ordered it and knew it would be perfect for our audience. She wasn’t wrong.

Though summer has traditionally seen lower attendance, we had over 50,000 ladies sign up for our summer study of *Seamless*. Through this Bible study, participants were able to see how the Old and New Testament are woven together and it made Scripture come alive in a new way.

### Our Small Groups by Study

OBS had 8,401 women participate in small groups in 2018. Each group has a trained volunteer leader who develops community and deeper study of Scripture.

<table>
<thead>
<tr>
<th>Study</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I AM LOVED</em></td>
<td>88</td>
</tr>
<tr>
<td><em>WHY HER?</em></td>
<td>107</td>
</tr>
<tr>
<td><em>LOVE LIFE AGAIN</em></td>
<td>114</td>
</tr>
<tr>
<td><em>BREATHE</em></td>
<td>126</td>
</tr>
</tbody>
</table>
In 2018 we trained over 930 women to write, speak and lead at two different conferences: She Speaks (July) and She Speaks Studio (November). Each conference offered a different experience for the attendee.

We presented She Speaks in a traditional way with five main sessions, 12 workshops in the preconference and 35 workshops in the main conference, plus a special networking time for writers, speakers and leaders. Each year our presenters volunteer their time, many forgoing significant speaking fees. And in 2018, 31 experts in their field generously took the time to share their knowledge with our attendees.

She Speaks Studio offered a more hands-on experience for women in three different tracks: book idea development, building a platform and creating a foundation for a strong speaking ministry. A distinctive for this conference was the ability to meet one-on-one with leaders, which was a highlight for our participants.

We saw God work in mighty ways through both of these conferences to confirm His calling on the hearts of His daughters and to equip them to take the next step in that calling.

“So grateful to everyone at Proverbs 31 Ministries for such an incredible experience at #SheSpeaks18! Such a blessing to meet so many amazing women who all have so many gifts! I learned so much from the speakers and from the women around me.”

MISSY
“I am spending this weekend at the She Speaks Studio to nurture my gift & improve my craft. If you have a dream, I want you to pursue it with your whole heart! No more playing small; step into who God is calling you to be!”  KIMBERLY

# OF PUBLISSHERS & AGENTS IN ATTENDANCE: 20

# OF PUBLISHER APPOINTMENTS FOR ATTENDEES: 736

2018 Memorable Events

300+ PEOPLE PARTICIPATE IN TIME OF PRAYER EVENTS (TWO AT SHE SPEAKS & ONE AT SHE SPEAKS STUDIO)
OUR SPEAKERS SPOKE IN 37 STATES AT OVER 100 EVENTS

Our Speaker Team continued to serve on the front lines of ministry in 2018 as they traveled throughout the United States to meet with women at events both large and small.

This past year, our team of 12 SPEAKERS spoke in 37 DIFFERENT STATES at a total of 140 EVENTS. These events are filled with solid biblical teaching and practical encouragement for women in settings that ranged from a few dozen women attending a retreat, hundreds of women at local churches, and up to thousands at large arena conferences.

The women who experienced these events were also introduced to Proverbs 31 Ministries and informed of our many other resources for continued spiritual growth. Our free daily online devotions *Encouragement for Today*, our free daily Bible study app *First 5*, our books, and Bible study guides are designed to enable women to dig deep into God’s Word for themselves long after the event has ended.

**Testimonies:**

**FROM KAREN EHMAN:**
I spoke at an event in Mississippi in the spring. The theme, decorations, food, and all of the details were carefully thought out and beautifully done. However, what most blessed me was the way the women were utilizing resources from us at Proverbs 31 to build accountability into their relationships. Several had formed First 5 groups to help them to keep their goal of meeting daily with Jesus. They had also hosted studies at their church of all of the books Lysa and I had ever written that had curriculum with them and for one book I wrote that didn’t have one, they wrote their own questions! They expressed how very much what we do helps them to grow and keeps their Christian friendships strong. It made the time we spent writing, speaking and praying so worth it!

**FROM NICKI KOZIARZ:**
Working with the P31 team was like working with extended family. From the logistics and details in the weeks leading up to our conference, our staff looked forward to video calls with P31 because we knew when we would link hearts, big vision became big reality! As the time for our event drew near, we could tell that their hearts were bursting with as much excitement (if not more!) than ours were at the opportunity of our girls having an encounter with Jesus!

They came alongside us in great expectation for a memorable experience and working in tandem is something we will cherish for a long time! Our HER Conference ’19 was incredible as we welcomed Lysa as our speaker! From the 1200+ women in attendance to the hundreds of raised hands for renewed faith, to Lysa’s heartfelt conversation with the room, we couldn’t have dreamt up a better night! We arrived expecting the unexpected and she delivered a Word that set us up to WIN! We are so grateful for this anointed message and the presence of God filling the Maryland Theatre and have already seen the fruit of the seeds planted that night! So grateful!

-HER Event Team, Hagerstown, MD
In 2018, COMPEL Training celebrated five years of equipping and encouraging writers to fulfill their God-given calling to write. Just last year, we came alongside over 5,000 writers, offering them practical training, direction, community and the critical encouragement to keep going.

In addition to providing training, we also help COMPEL writers find pathways of publication, and celebrate when the gospel message is shared worldwide through them! We see this as multiplied ministry with every writer who shares their God-given story and testimony through writing.

Also in 2018, we launched a **REDESIGNED COMPEL TRAINING WEBSITE** with a course library including hundreds of lessons. This redesign helps members access content more easily and includes practical application assignments for each lesson.

Community is important for writers and all of us at COMPEL. In 2018, we invested time in developing volunteer leaders for **14 COMMUNITY GROUPS**. This includes live training and a new video-based Volunteer Group Leader training program. Our groups are continually evolving and we look forward to expanding them in the coming years.

"One of the important takeaways I have gained from COMPEL is that I am not in this alone."

**ALYSSA W.**
Providing Christ-centered books and resources is one way we fulfill our biblical mandate to make disciples and our ministry mission to help women know the Truth and live the Truth. Resource sales are also a significant source of funding for all the ministry efforts we provide at no charge.

In addition to books authored by Lysa TerKeurst and members of our writing and speaking teams, our Proverbs 31 team designs and creates custom products to help turn hearts to the Lord in different ways. A few of the products designed by our staff include: MY DECLARATION CALENDAR, WE ARE FAMILY VALUE CARDS and 31 VERSES FROM PROVERBS 31. Through these products and others, thousands of women and families were impacted with God’s Truth and biblical values.

The Proverbs 31 Ministries online bookstore is busy! In 2018 we had 140,812 TOTAL ORDERS and SHIPPED TO 67 COUNTRIES. That’s an average of 385 orders a day!

Lysa’s book It’s Not Supposed to Be This Way was our top seller of all products in 2018 with OVER 19,250 SOLD online and at events. Our First 5 Experience Guides also were top sellers with six of the guides in our top 20 products sold.

We are thankful that people continue to purchase books and other items from our online bookstore. Each purchase helps us continue to provide biblical content at no charge to millions of women around the world.
A REPORT FROM OUR DONOR TEAM

Thank you for your prayerful, generous support of Proverbs 31 Ministries. You are our partners and ambassadors of the ministry.

Your faithful financial gifts came from all 50 STATES and 55 COUNTRIES! We are grateful for your overwhelming partnership as we eradicate biblical poverty together.

In addition to the individual gifts, we are praising God for a total of 2,441 MONTHLY PARTNERS in 2018 ... representing a 42% INCREASE OVER 2017.

Our Gift of Any Amount program continues to generate a strong number of donations while impacting lives. In 2018 our staff created two devotionals (Thy Will Be Done and Encouragement for Right Now) and were able to negotiate a low price on two other published books (Praying for Your Husband and Come With Me), in order to offer them free with a donation of any amount.

We impacted 18,989 INDIVIDUAL LIVES while generating $268,886 IN DONATIONS to the ministry.

VISION EVENTS AT THE WORD ALIVE WITH LYSA

The Word Alive with Lysa was a two-day immersive, hands-on journey into God’s Word sponsored by LifeWay. Before each weekend, the P31 Donor Team hosted a Vision Event for donors with updates on the ministry, refreshments and a special message and blessing from Lysa TerKeurst given just before she took the stage. These special gatherings allow donors to meet our staff face-to-face and hear our vision in an intimate setting.

“Enclosed is my gift of appreciation for the daily devotions I receive 5 days a week in my email inbox. I look forward to them every day. You have extremely talented devotional writers (disciples) sharing God’s Word. These daily devotions have helped bring me closer to God than I could have ever imagined, bringing light into an often very dark world.”

CONNIE P.
**Total Contributions:** $2,951,216

- **Net Resource Sales:** $1,510,027
- **Ministry Training:** $1,105,662
- **2 She Speaks Conferences:** $778,300
- **Speaking Events & Miscellaneous:** $248,493
- **Programs:** $4,665,053
- **Supporting Services:** $861,696
- **Fundraising:** $348,273

*Net income provides funding for additional programs as well as a strong financial position with healthy reserves.** 100% of all contributions support our programs. ***Includes sale of property.
What’s Next for Proverbs 31 Ministries?

PROVERBS 31 MINISTRIES REVEALS ITS FIVE-YEAR STRATEGIC PLAN

We have prayerfully committed to three strategic focuses over the next five years:

1) WE WILL LEVERAGE OUR DIGITAL INFLUENCE, EXPONENTIALLY REACH MORE WOMEN AND TEACH THEM TRANSFORMATIVE BIBLICAL TRUTH.

2) WE WILL PROVIDE TRAINING THAT INCREASES THE IMPACT AND EFFECTIVENESS FOR THOSE CALLED TO TEACH, WRITE AND LEAD IN THEIR SPHERES OF INFLUENCE.

3) WE WILL CONTINUE TO DEVELOP THE TECHNOLOGY AND INFRASTRUCTURE TO SUPPORT THE NEXT 5 YEARS OF GROWTH.

OUR INVITATION: AN OPPORTUNITY FOR FAITH AND OBEDIENCE

In a day and time when so many are needing answers for real life issues, Proverbs 31 Ministries is a trusted source of solid biblical answers and godly wisdom. Our teaching is based on extensive theological research applied and brought to life through the honest vulnerability of our own testimonies and continued personal growth. Will you join us today to help us continue taking a stand for Truth and providing resources that are drawing hearts to Christ?

If you would like to financially invest in the future of Proverbs 31, please email Danya Jordan at DANYA@PROVERBS31.ORG, Beth Griffiths at BETH@PROVERBS31.ORG, or visit PROVERBS31.ORG/GIVE.

Vision-Centric Future Initiatives

SPANISH TRANSLATION OF THE WEBSITE AND DEVOTIONS WITH FUTURE PLANS FOR FIRST 5 IN MIND

CONSIDER THIS: 20-SOMETHING INITIATIVE LAUNCH

AUDIO Enhancement MINISTRY-WIDE (FIRST 5 DAILY CONTENT, DEVOTIONS)

BETA “ONLINE CLASS” LAUNCH WITHIN ONLINE BIBLE STUDIES

SHE SPEAKS STREAMING
Dear Proverbs 31 friends,

One way to understand the magnitude of what God wants to do through us is to observe how He is developing us as leaders. He takes our leadership potential and converts it into capacity.

This year has been about building an even stronger foundation and framework of leadership. It has been about taking our leadership capacity and unity to a new level, one that can bear even greater weight than ever before.

So as God’s Word continues to reach more and more people through this ministry, we continue to prepare ourselves as leaders to steward that responsibility well. I am so grateful and honored to serve with our President, Lysa TerKeurst, our staff and board members: Amy King, Lisa Robertson, Steve Brown and Mac McGehee.*

Only by grace,

PHILLIP KLEIN, Chairman of the Board
Proverbs 31 Ministries

*THANK YOU, LYNE’ BROWN, FOR YOUR YEARS OF SERVICE ON THE PROVERBS 31 MINISTRIES BOARD.
"God loves me too much to answer my prayers at any other time than the right time and in any other way than the right way."

lysa terkeurst
We thank you for your support!

“\textbf{I WILL GIVE THANKS TO THE LORD WITH MY WHOLE HEART;}
\textbf{I WILL RECOUNT ALL OF YOUR WONDERFUL DEEDS.}”

\textbf{PSALM 9:1 (ESV)}