“This service that you perform is not only supplying the needs of God’s people but is also overflowing in many expressions of thanks to God…

Thanks be to God for His indescribable gift.”

2 CORINTHIANS 9:12, 15 (NIV)
Dear Friends,

Thank you.

Thank you for partnering in the work of Proverbs 31 Ministries. Together, we are making a global impact. So much happened in 2014, that it’s hard to capture it in words. But we’ve put together some highlights to show what your generosity enabled:

**REACH** millions who might never hear about Jesus, right where they are through our Encouragement for Today daily devotions, radio spots and social media.

**LEAD** thousands of women from more than 109 different countries through seven different Online Bible Studies.

**EQUIP** influencers in their calling to write, speak and lead through our annual She Speaks Conference and COMPEL Training.

**ENGAGE** an ever-increasing number of generous monthly partners and one-time donors, who’ve embraced God’s work through Proverbs 31 Ministries.

Every day, we know Proverbs 31 Ministries is also spreading the hope and peace of Jesus Christ through resources like my newest children’s book, *It Will Be Okay*. Please read this touching testimony from a woman missionary serving on the front lines in Liberia. She was among the first U.S. patients ever treated for the Ebola disease. She writes…

“After being released from Emory University Hospital, I was in a bookstore looking for books for our grandchildren when I came across *It Will Be Okay*…Those were the very words that I said to [my husband] and the doctors as they told me I had contracted Ebola.

“Lysa, thank you for your faithfulness to share God’s Word with children and to encourage them to hide God’s Word in their hearts. I am so thankful for God’s Word that He recalled to my mind during some of those very dark hours of struggling with Ebola.”

- Nancy W., missionary serving with Serving In Mission (SIM) in Liberia

We wish we could share more stories with you, but that would take a whole book! For now, our hope and prayer is we will steward well the gifts we’ve humbly received.

As we look ahead to 2015, we’re excited to see what God is doing next. And as our ministry expands, so too, does our need for cherished friends like you who make all of these results possible.

Gratefully,

Lysa TerKeurst
PRESIDENT, PROVERBS 31 MINISTRIES
**Reach**

**Devotions**

In 2014, our subscribers grew to over **750,000**. When you add in the number of times the devotions are shared, we estimate our daily reach to be well **over 1 million**.

Encouragement for Today daily devotions continue to change lives by combining the Word of God and the transparent stories of women who’ve experienced God’s power in the everyday moments. Our goal is to bring the hope of Christ into a woman’s day, whether that’s the carpool line, the office or the kitchen table.

“Each morning, without fail, the Proverbs 31 Ministries’ devotion speaks to my heart on the exact issue I am facing. It’s like you’re the voice of God. Thank you for impacting my life.”

- Jelaine W., Texas

**Radio**

2014 marks the tenth year Proverbs 31 Ministries has been sharing 1-minute messages on the radio.

- **6.5 million listeners** each weekday hearing God’s Word through Proverbs 31 Ministries

- **1,300 stations across** the US and 7 countries airing the gospel message up to 3-5 times a day

- **When asked how they first heard about Proverbs 31 Ministries**, **90%** of our donors and speaking event inquiries say it was through our radio show.

“Your radio show saved my life. I grew up in a legalistic church, and when I got married and had kids I felt like I could never measure up. I sunk into a depression and started thinking about how to end my life. But then I started hearing your show and learning about God’s unconditional love and grace through your show, and I began to find hope.”

- Emily, Florida
SPEAKER MINISTRY

Our speaker team presented at

140 ENGAGEMENTS
to more than 243,866 PEOPLE.

In 2014, the members of our P31 Speaker Team traveled around the country speaking to groups, both in small country churches and on arena stages. They spoke at retreats, moms’ groups and conferences. They brought the Word of God, encouragement and a loving embrace in the hometowns of women in 28 states and Canada.

“If anyone speaks, they should do so as one who speaks the very words of God. If anyone serves, they should do so with the strength God provides, so that in all things God may be praised through Jesus Christ.”

1 PETER 4:11A (NIV)
ONLINE BIBLE STUDIES

Online Bible Studies saw exponential growth in 2014 as our team brought the Word of God to over 172,000 women.

“P31 Ministries and OBS have been life-changers for me. I love each and every one of you. It is my sincere hope to be able to meet you all some day this side of heaven and hug you and tell you I love you in person. I pray for this ministry and everyone involved every single day. Through your love for people and your obedience to God, you truly are changing lives. To God be the glory!”

-TAMMY H., KENTUCKY

In January 2014, the hashtag #CraveGod trended number one worldwide during the P31 OBS Twitter party for Made to Crave.

The P31 OBS Facebook page engaged with more than 200,000 people in 2014.

IT TAKES MORE THAN 150 VOLUNTEERS TO RUN EACH STUDY.
We utilize 30 different private Facebook groups … just for the volunteers.

We offered 7 separate Online Bible Studies.

In 2014, more than 3,500 WOMEN participated in 80+ SMALL GROUPS that met online, via Facebook.
Through Proverbs 31 Online Bible Studies, women from 109 different countries joined together to study God’s Word and be inspired to live it out in their spheres of influence.

“THEREFORE GO AND MAKE DISCIPLES OF ALL NATIONS, BAPTIZING THEM IN THE NAME OF THE FATHER AND OF THE SON AND OF THE HOLY SPIRIT, AND TEACHING THEM TO OBEY EVERYTHING I HAVE COMMANDED YOU. AND SURELY I AM WITH YOU ALWAYS, TO THE VERY END OF THE AGE.”

MATTHEW 28:19-20 (NIV)
2014 SHE SPEAKS CONFERENCE

795 total attendees

5 countries—United States, Kenya, New Zealand, Norway, Russia

42 states represented

570 publisher appointments arranged for conference participants

Started in 2001, the She Speaks Conference encourages and equips women as they communicate God’s Word through writing, sharing their testimonies, leading Bible studies, connecting online, and speaking to small groups or at a podium. We are a community of leaders, speakers and writers making imperfect progress, joining together as we walk forward in our calling.
CELEBRATED ITS 1-YEAR ANNIVERSARY!

IN 2014, COMPEL GREW TO 1,100 MEMBERS IMPACTING GOD’S KINGDOM THROUGH MEANINGFUL WORDS.

What is COMPEL?
A monthly training program to equip influencers who want to write words that move people.

“If I look back to where I was a year ago, I have to thank God for how far He’s brought me. A year ago I had barely dipped my toes into the blogging world and had practically no community. I also had never been published anywhere other than my personal blog. Now, my community has grown, my writing has become stronger, and I guest post regularly at other sites. Because of COMPEL, I’ve had the opportunity to write for some wonderful ministries, developed my first book proposal, and attended my first writer’s conference. I have learned so much and continue to grow with each step in this journey.”

- ABBY M., MARYLAND
**SOCIAL MEDIA**

Proverbs 31 Ministries is sharing God’s Word through social media to 2,752,795 people worldwide across all social media platforms.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Reach</td>
<td><em>18.9 MILLION</em> 79% INCREASE FROM 2013</td>
</tr>
<tr>
<td>Facebook Likes</td>
<td>2,576,484 194% INCREASE FROM 2013</td>
</tr>
<tr>
<td>Twitter</td>
<td>72,875 83% INCREASE FROM 2013</td>
</tr>
<tr>
<td>Instagram</td>
<td>66,300 320% INCREASE FROM 2013</td>
</tr>
<tr>
<td>Pinterest</td>
<td>37,136 37% INCREASE FROM 2013</td>
</tr>
</tbody>
</table>

*Facebook Reach: activity on the Proverbs 31 page including posts to the page by other people, page likes, mentions and check-in.

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It’s so easy to support Proverbs 31 Ministries because I love to see women be made whole. When a woman finds her confidence in Christ and she receives the Father’s unconditional love for her, and she learns that she is not alone in her struggles, then isolation no longer has a hold on her. That’s the message this ministry gives and that’s easy to support.

- ROSALYN B., MICHIGAN
GIVING HISTORY

PROVERBS 31 MINISTRIES

has a Kingdom impact because friends like you answer the call to support our mission. Gifts and services fund our programs to align women worldwide with the truth from God’s Word.

DONATIONS

$1,431,704

$941,777

$790,178

$344,815

$269,359


AVERAGE GIFT

$43

$50

$79

$101

$133

NUMBER OF DONORS

6,224

6,918

9,949

9,306

10,778


PRODUCTS – RESOURCE SALES

Our resources extend our reach. We strive to be a healthy ministry as we diversify our sources of income.

TOTAL NET RESOURCES

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$77,015</td>
<td>$335,195</td>
<td>$309,226</td>
<td>$452,536</td>
<td>$629,062</td>
</tr>
</tbody>
</table>

“We send 10 percent of our church’s offerings every month to Proverbs 31 Ministries because our members’ faith is growing through the devotionals and resources offered through Proverbs 31 Ministries.”

- PASTOR TIMOTHY BYRD, LORD OF LIFE FELLOWSHIP CHURCH, OHIO
Proverbs 31 Ministries is accredited by the Evangelical Council for Financial Accountability (ECFA), which requires high standards of biblical accountability, board governance, financial transparency, integrity in fund raising, and proper use of charity resources.
LETTER FROM AMY KING

“Not to us, LORD, not to us but to your name be the glory, because of your love and faithfulness.”

PSALM 115:1(NIV)

Dear Proverbs 31 Ministries Friend,

Each year, we are amazed at what the Lord accomplishes through Proverbs 31 Ministries. And 2014 was no exception.

God has been faithful to provide for what He’s called us to do. And He does this through the generous gifts and donations from people worldwide.

You see, I am just like you. I’m a friend and donor of Proverbs 31 Ministries. As a volunteer and Chair of the Board of Directors*, I choose to give of my time, talent and treasure for many reasons:

1. **Responsible Stewardship:** Proverbs 31 Ministries is a member of the Evangelical Council for Financial Accountability (ECFA). ECFA vets ministries through seven high standards. Proverbs 31 has proven to be responsible stewards of every dollar the Lord provides.

2. **Servant Leadership:** With LysaTerKeurst’s anointed leadership, an Executive Team and staff who all are called by God to their positions, and a dedicated Board of Directors, God is faithful to Proverbs 31 Ministries. To God be the glory.

3. **Strong Vision:** The Proverbs 31 family has a God-sized vision to eradicate biblical poverty, including launching the First 5 Mobile App and to work together in our mission of bringing God’s peace, perspective and purpose to today’s busy woman.

God is equipping us to go far and wide, and reach deep into the hearts of those who need to hear of the hope and love of Jesus Christ. Because of your faithful prayers and generous financial support, we can continue to change the hearts and lives of women and families around the globe.

As you’ve read through this 2014 Annual Report we hope that you, too, will stand amazed at what God has done. By His leading, there is so much more to come, friend. To Him be the glory for His love and faithfulness!

Amy G. King
Amy G. King
Chairman of the Board

PROVERBS 31 MINISTRIES EXECUTIVE TEAM

Lisa Allen, Executive Director of Ministry Training
Meredith Brock, Executive Director of Creative Department
Danya Jordan, Executive Director of Donor Development
Amy Lykins, Executive Director of Business Development
Barb Spencer, Executive Director of Finance & Operations
Glynnis Whitwer, Executive Director of Communications

*We have a 6-person independent Board of Directors.
SHARE THE VISION

What lies ahead for 2015 and beyond?

We hope after reading this 2014 Annual Report it is evident how God continues to work in our midst, providing opportunities for us to reach, lead, equip and engage others in His work. We press on toward our vision to eradicate biblical poverty worldwide.

What does that mean?

The latest research shows 94% of all U.S. households have a Bible in their home. (And 78% own more than one!) But sadly, just 29% of Americans are engaged with studying and opening their Bible anywhere outside of a church. We’re on a mission to change this. We know connecting a woman to God’s Word changes her heart, changes her family and ultimately can change the course of history.

What steps are we taking this year?

• First, in 2015 we’re launching a new mobile device app called “First 5” to help people everywhere connect with God’s Word during the first five “Genesis” minutes of their day.

• We’re taking the first P31 tour of the Holy Land! This fall, Lysa TerKeurst will lead a group to places where Jesus walked. Her teaching will focus on connecting the Old Testament with the New Testament and will make Scripture come alive in a fresh way.

• God answered our prayers. Our cozy office in Charlotte, N.C., has maximized capacity. After carefully exploring multiple options, God directed us to acquire a piece of property in Charlotte for an Institute for Biblical Teaching and additional office space needed to fulfill our mission. We will prayerfully build in 2017. Please pray with us and for us for this amazing leap of faith.

So, our hearts are filled with gratitude for all God has accomplished this past year, and overflow with expectations for what the future will bring.

Thank you again for your continued partnership with us through your financial and prayerful support.

I support Proverbs 31 Ministries because I believe that God has big plans to use P31 to make Jesus famous throughout the nations and I want to be a part of it! I love the story of how God took a handful of faithful, praying women and grew a ministry that speaks to so many mothers, daughters, wives... Can’t wait to see what He has planned in the days ahead!

- LYNE’ B., CALIFORNIA
WITH YOUR SUPPORT, PROVERBS 31 MINISTRIES IS HELPING TRANSFORM MORE THAN 18.9 MILLION* HEARTS AND HOMES FOR JESUS FROM ALMOST EVERY COUNTRY WORLDWIDE.

Afghanistan
Albania
Algeria
American Samoa
Andorra
Angola
Anguilla
Antigua & Barbuda
Argentina
Armenia
Aruba
Australia
Austria
Azerbaijan
Bahamas
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Benin
Bermuda
Bhutan
Bolivia
Bosnia & Herzegovina
Botswana
Brazil
British Virgin Islands
Brunei
Bulgaria
Burkina Faso
Burundi
Cambodia
Cameroon
Canada
Cape Verde
Caribbean Netherlands
Cayman Islands
Central African Republic
Chad
Chile
China
Colombia
Congo (DRC)
Congo (Republic)
Cook Islands
Costa Rica
Cote d’Ivoire
Croatia
Cuba
Curacao
Cyprus
Czech Republic
Denmark
Djibouti
Dominica
Dominican Republic
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Estonia
Ethiopia
Faroe Islands
Fiji
Finland
France
French Guiana
French Polynesia
Gabon
Gambia
Georgia
Germany
Ghana
Gibraltar
Greece
Greenland
Grenada
Guadeloupe
Guam
Guatemala
Guernsey
Guinea
Guinea-Bissau
Ghana
Haiti
Honduras
Hong Kong
Hungary
Iceland
India
Indonesia
Iran
Iraq
Ireland
Isle of Man
Israel
Italy
Jamaica
Japan
Jersey
Jordan
Kazakhstan
Kenya
Kiribati
Kosovo
Kuwait
Kyrgyzstan
Laos
Latvia
Lebanon
Lesotho
Liberia
Libya
Liechtenstein
Lithuania
Luxembourg
Macau
Macedonia
Madagascar
Malawi
Malaysia
Maldive Islands
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Malta
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Mauritania
Mauritius
Mexico
Micronesia
Moldova
Monaco
Mongolia
Montenegro
Montserrat
Morocco
Mozambique
Myanmar (Burma)
Namibia
Nauru
Nepal
Netherlands
Netherlands Antilles
New Caledonia
New Zealand
Nicaragua
Niger
Nigeria
Norfolk Island
Northern Mariana Islands
Norway
Oman
Pakistan
Palau
Palestine
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Poland
Portugal
Puerto Rico
Qatar
Reunion
Romania
Russia
Rwanda
Samoa
Sao Tome & Principe
Saudi Arabia
Senegal
Serbia
Seychelles
Sierra Leone
Singapore
Sint Maarten
Slovakia
Somalia
South Africa
South Korea
South Sudan
Spain
Sri Lanka
St. Barthelemy
St. Helena
St. Kitts & Nevis
St. Lucia
St. Martin
St. Vincent & Grenadines
Sudan
Suriname
Swaziland
Sweden
Switzerland
Syria
Taiwan
Tajikistan
Tanzania
Thailand
Timor-Leste
Togo
Tonga
Trinidad & Tobago
Tunisia
Turkey
Turkmenistan
Turks & Caicos Islands
U.S Virgin Islands
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Vanuatu
Venezuela
Vietnam
Yemen
Zambia
Zimbabwe

*Combined Reach for all P31 Ministries
NOW TO HIM WHO IS ABLE TO DO IMMEASURABLY MORE

THAN ALL WE ASK OR IMAGINE, ACCORDING TO HIS

POWER THAT IS AT WORK WITHIN US, TO HIM BE GLORY

IN THE CHURCH AND IN CHRIST JESUS THROUGHOUT ALL

GENERATIONS, FOR EVER AND EVER! AMEN

Ephesians 3:20-21 (NIV)