We thank you for your support!
The inside back cover of this annual report includes a printed Uninvited Declaration by Lysa TerKeurst, as you overcome past hurts from rejection. Consider it our gift to you!

And my God will supply every need of yours according to his riches in glory in Christ Jesus. Philippians 4:19 (ESV)

PROVERBS 31 MINISTRIES
630 Team Rd., Suite 100  Matthews, NC 28105
877-P31-HOME (877-731-4663)
704-849-2270
www.proverbs31.org

annual report 2016

Know the Truth. Live the Truth. It changes everything.
Proverbs 31 Ministries is a member of the Evangelical Council for 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 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.

Using funds wisely matters to us. That’s why we distribute this annual report electronically to tens of thousands of donors. We do make paper copies available to our donors and friends of the ministry. For those copies, we have negotiated a cost-effective rate with a high-volume professional printer.

The generous will prosper;
those who refresh others will themselves be refreshed.

PROVERBS 11:25 (NLT)
Dear Friends,

Daily we hear from people whose lives have been transformed by God through the work our team is doing at Proverbs 31 Ministries. Because of you, we’re able to invest in the lives of others, every hour of the day ... every day of the week ... all year long.

We’re humbled by the reports we receive of how lives are being changed by God’s work through Proverbs 31. Here’s just one example:

“Proverbs 31 Ministries has touched my life in many ways. It has deepened a desire to read, learn and study His Word through the First 5 App. The devotions and online Bible studies have challenged me in new directions of life. Proverbs 31 has also opened a door to a calling and desire from God to write. Thank you!”

MICHELE O., FREDERICKSBURG, VA

It’s clear that women (and a growing number of men) crave an authentic, God-honoring perspective more than ever. The struggles and questions are real, and we have a mighty God who continues to provide answers in a very personal way.

In 2016, we saw God’s hand in every area of our ministry, leading us in our mission to eradicate biblical poverty and bring God’s Truth into everyday life. Here are some examples:

- First 5 mobile app surpassed 1 million downloads.
- Online Bible Studies had their largest studies ever!
- She Speaks, our annual conference for writers and speakers, sold out in record time, with more than 1,000 women on the waitlist.
- COMPEL Training memberships continued to climb.
- Donations at the leadership level grew by 86%.

You’ll see more details and read personal comments throughout the pages of this annual report in the stats and stories we tell.

Truly, your generous support and powerful, effective prayers are what make all of this possible!

“I thank my God every time I remember you.” (Philippians 1:3, NIV)

Gratefully,

Lysa TerKeurst, President
Proverbs 31 Ministries
“We must exchange whispers with God before shouts with the world.”
LYSA TERKEURST

Our bedside tables used to hold books, now they hold our phones. Rather than reaching to check on social media first thing, Proverbs 31 Ministries invites women to reach for God’s Word with our free First 5 mobile app.

Each weekday our First 5 team of writers takes readers through a chapter of the Bible, with a teaching video on the weekends. Each day’s teaching combines biblical, historical, spiritual and practical insights so readers dig deep into God’s Word, applying its truth to their lives.

**OUR GLOBAL REACH:**
The First 5 mobile app launched in 2015 and just one year later, *we’ve reached nearly every country in the world* with the hope of God’s Word. We are now in 193 countries, with only three countries unreached: Mauritania, Turkmenistan, North Korea. Please join us in prayer for a world-wide reach of God’s Word through First 5.
First 5 user comment:

“I especially value First 5 in that it has increased my discipline in reading my Bible, studying and connecting with the First 5 community of believers. It’s the very first thing I do when I wake up each day. I feel better equipped to face daily struggles and challenges by having God’s Word in my mind from my morning reading. I’ve learned so much about God’s Word through the wise teaching. I’m so grateful, from a sincere heart, for the blessing that the Lord has given me through being connected to First 5.”

MELODY K., ALISO VIEJO, CA
Did you know?

Our ministry partners also distribute our daily devotions at no charge. They include BibleGateway.com, iDisciple.com and Salem Communications (which includes Christianity.com, Crosswalk.com, GodVine.com and more), and represent almost half of our total subscribers.
But on the other side of this city, my friend’s wife – she has cancer ...”

It was 110 degrees in India that night. Suzie Eller and Lynn Cowell – writers and speakers with Proverbs 31 Ministries – were visiting a Mission India literacy class in a large city with snarls of traffic. After a long day of work, they were looking forward to sleep.

But as they climbed into their car to go home, a worker from Mission India told them about a co-worker’s wife who had just been diagnosed with cancer. “She’s low. She’s down. And she’s a believer. Could we go and pray with her?”

Suzie and Lynn instantly agreed. How could they say no? As a cancer survivor, Suzie was especially excited to encourage a woman who was in the same spot she was in years ago.

Forty-five minutes later, they walked into a small apartment and sat on the couch across from the woman, Caroline. She sat in a chair, weak. She wore a nightgown, a sea green scarf covering her thinning hair. She had just come home from chemotherapy.

The moment she saw these two strangers walk into her home, her gaze intensified. Suzie wasn’t able to tell much of her own story before Caroline suddenly leaned forward, “Are you Suzie Eller?” she asked.

They hadn’t introduced themselves yet. “Yes,” Suzie responded, taken aback, “How did you know that?”

“I receive the Proverbs 31 devotions, and every day those devotions encourage me in my faith.” She turned to Lynn, “And you’re Lynn Cowell, aren’t you?” She went on, naming other authors who write for Encouragement for Today devotions.

“EVERY SINGLE MORNING I READ THE DEVOTIONS,” CAROLINE SAID,

and it’s like I’m sitting with friends as we talk about Jesus.” Her hand trembled as she lifted it to her face, tears in her eyes. “I have often prayed that I could go to the U.S. and tell you, ‘Thank you for being my friends.’ But in my lowest hour God brought you to my front door.”

Later that night, as Suzie and Lynn were about to leave, Caroline stopped them. “Please wait” she said, going to her kitchen. She came back and placed a $20 bill in Suzie’s hand. “Take this and use it to help spread the love of Jesus to others.”
Online Bible Studies

Online Bible Studies experienced unprecedented growth in 2016!

- It was a record-breaking year for Online Bible Studies, with two of our largest studies ever.
- Our OBS participants in 2016 totaled 196,923 (some did multiple studies), with participants from 170 countries!
- More than half of all P31 OBS participants were new: 134,133 (68%).
Success Stories:

This study was very much needed in my life. As I was working through the book and study, God began to speak to me and tell me that I needed to use this study in my life group... The situations that Satan was pounding me with really didn’t change all that much, but God helped me use what I learned in the book to rise above and keep going!

Dana T.

Did you know?

• We made OBS accessible to the deaf and hard-of-hearing community, through the “Alle In” team — volunteers transcribe and add closed captioning to each online video teaching.
• We expanded our Conference Call Series content and audience, setting new records for the number of Conference Call participants.
• P31 OBS has 220+ volunteers from around the world.
• OBS volunteers range in age from 22 to 76 years old.
• 95% of OBSers said the studies had a positive effect on their understanding of God’s Word, their time studying His Word and their prayer life.
Another impactful way Proverbs 31 Ministries is leading people to God’s Word is through social media. In 2016, our combined reach exploded to more than 4,736,622 people. Our daily posts of Biblical Truth provide beauty, hope and God’s love into the lives of millions.

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>844,020</td>
<td>2,576,484</td>
<td>3,238,175</td>
<td>3,824,675</td>
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<tr>
<td>Instagram</td>
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<td>242,000</td>
<td>712,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>39,059</td>
<td>72,875</td>
<td>109,706</td>
<td>135,406</td>
</tr>
<tr>
<td>Pinterest</td>
<td>26,818</td>
<td>37,136</td>
<td>47,334</td>
<td>64,541</td>
</tr>
</tbody>
</table>

Did you know?

- This year we gained 1,099,407 new friends on Facebook, Twitter, Instagram and Pinterest.
- Thirteen percent of our Facebook fans are men.
- Proverbs 31 continues its international impact with Nairobi, Kenya ranking as the city with the largest number of P31 Facebook followers.
Statistics about our P31 Facebook Page

COUNTRIES WITH THE GREATEST NUMBER OF FOLLOWERS

<table>
<thead>
<tr>
<th>Country</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>2,876,850</td>
</tr>
<tr>
<td>Philippines</td>
<td>238,656</td>
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<tr>
<td>South Africa</td>
<td>98,778</td>
</tr>
<tr>
<td>India</td>
<td>64,269</td>
</tr>
<tr>
<td>Nigeria</td>
<td>49,273</td>
</tr>
<tr>
<td>India</td>
<td>49,043</td>
</tr>
<tr>
<td>Kenya</td>
<td>39,752</td>
</tr>
<tr>
<td>Australia</td>
<td>32,191</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>29,348</td>
</tr>
<tr>
<td>Ghana</td>
<td>16,836</td>
</tr>
</tbody>
</table>

CITIES WITH THE HIGHEST CONCENTRATION OF FOLLOWERS

<table>
<thead>
<tr>
<th>City</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nairobi, Kenya</td>
<td>30,168</td>
</tr>
<tr>
<td>Quezon City, Metro Manila, Philippines</td>
<td>26,749</td>
</tr>
<tr>
<td>Lagos, Lagos State, Nigeria</td>
<td>26,582</td>
</tr>
<tr>
<td>Houston, Texas</td>
<td>26,151</td>
</tr>
<tr>
<td>New York, New York</td>
<td>21,503</td>
</tr>
<tr>
<td>Johannesburg, Gauteng, South Africa</td>
<td>20,120</td>
</tr>
<tr>
<td>San Antonio, Texas</td>
<td>17,593</td>
</tr>
<tr>
<td>Cape Town, Western Cape, South Africa</td>
<td>16,175</td>
</tr>
<tr>
<td>Manila, Metro Manila, Philippines</td>
<td>15,656</td>
</tr>
<tr>
<td>Chicago, Illinois</td>
<td>14,482</td>
</tr>
</tbody>
</table>
An estimated 6 million people hear our *Everyday Life* radio show, currently airing on 1,350 stations throughout the United States.

In 2016, we produced 260 radio spots, which are heard around the country on small stations, and nationwide stations such as K-Love.

You can listen to our programs or discover a radio station near you online at: [PROVERBS31.ORG/RADIO](http://PROVERBS31.ORG/RADIO)

**Success Stories:**

So often, women initially connect to Proverbs 31 Ministries via radio, then discover other resources we offer.

“The recent P31 radio message you shared today told the exact story of what I am going through with my daughter. I have days when I feel as though God is not hearing me. I have had to search my heart to see what I need to change. Then, just when I thought my daughter and I were in a good place, she would come up with another issue that totally breaks my heart into pieces. Thank you for reminding me to never give up praying and to trust that God really does hear me.”

**ANNE**
By the Numbers

142 Speaking Events in 34 States

In Their Own Words:

“Amy did an excellent job of balancing biblical teaching, personal stories and application. There were many comments on our response surveys from attendees that appreciated this as well. Many women loved the Bible study teaching tool that she presented as well. This was one of the most popular sessions for our group.”

AN EVENT PLANNER FROM AMY CARROLL’S EVENT

“We thoroughly enjoyed hosting Micca and having her speak at our event. We are about two weeks out from our conference and people are still talking about the event. I’m not sure we have heard this much positive feedback. Don’t get me wrong, we always get positive feedback on our speakers, but the talk has lasted much longer from this event than it has from others.”

AN EVENT PLANNER FROM MICCA CAMPBELL’S EVENT

Proverbs 31 Ministries has 12 speakers on the Speaker Team and a dedicated staff member who are committed to helping event planners find just the right speaker for their upcoming gathering. From small women’s gatherings to weekend retreats to grand arenas, all on a variety of topics, we can help!

LEARN MORE AT PROVERBS31.ORG/SPEAKERS
Every July for the past 15 years, women have answered God’s call on their lives and headed to Concord, N.C. for practical training and encouragement to pursue that call.

They attend workshops on writing, speaking and leadership, hear dynamic keynote messages, pitch book ideas to publishers, network with others who share their calling and consistently hear from God.

It’s been said that “He speaks at She Speaks!” Not surprisingly, in 2016 the conference sold out again, with over 1,000 women on the waiting list.

From a She Speaks Attendee:

“Last year I went from wanting to be a writer to becoming a writer. That’s what She Speaks did for me.”

BILLIE J.
WE TRAINED 2,811 MEMBERS IN 2016!

We presented 50 new teachings to train writers to more effectively communicate their written messages.

Our comprehensive training program included inspirational messages, practical teaching, coaching for the writing life and exclusive behind-the-scenes interviews with today’s top authors and industry experts.

We also give members a chance to be published with an annual devotion writing challenge. Out of nearly 250 entries, four COMPEL members’ devotions were chosen in 2016 and featured in Encouragement for Today.

Did you know?

More than 400 COMPEL members around the world connect through Facebook community groups.

“This decided to start meeting to encourage each other in our writing, share resources and pray together. We share the COMPEL lessons we’ve implemented in our own writing journeys. It is such a special and blessed time. We are so thankful to COMPEL for bringing us together.”

Kim Stewart, Charter COMPEL Member and Facebook Community Group Leader
International Initiatives

The Lord is at work globally through Proverbs 31 Ministries.

We’ve always known we have an international outreach through the emails and social media comments we receive. We’ve heard stories of women gathering under trees in Africa to read our devotions. We heard from a young woman in China who asked us to put our reflection questions back in our Encouragement for Today emails, because she can’t access our website due to government restrictions.

2016 was a year of highlights for our international ministry.

- Our First 5 mobile app was in every recognized country in the world except for three.
- Six of the top 10 cities for Proverbs 31 followers are international.
- In 2016, we established our first International Initiatives Team, consisting of volunteers and staff members. In April 2016, seven of these team members went to India, to reach the “untouchables” with the love of Christ.

HERE’S WHAT AMY CARROLL, A MEMBER OF THAT TEAM, HAD TO SAY:

In 2016, Proverbs 31 Ministries partnered with Mission India to help introduce some of the most impoverished and rejected people in the world to Jesus and a better life. Through a generous donation from the proceeds of Lysa TerKeurst’s book Uninvited, we were able to sponsor 800 students in a year-long literacy class where they will hear the gospel and be taught reading, math and life-changing skills.

We met Raju, a graduate of Mission India’s literacy program. In the program, he learned basic skills and grew in his new faith in Jesus. Now he’s the teacher of a class in his own community and the pastor of a church in his home. His life has been transformed and now he’s being used by God to change his part of the world.

It’s been a joy to see the impact Proverbs 31 is making around the world and be part of caring for the poor that Jesus loves so much.
“Our brass artisan group is located in Kibera, Africa’s largest urban slum. We were thrilled to begin discussions with Proverbs 31 Ministries regarding development of a jewelry piece. And then Lysa’s choice of Scripture for the cuff entered the minds and hearts of our artisans: Be Still and Know. The Lord accomplished so much with this one connection and one product! The Be Still and Know Cuff order became the largest order ever processed by this group. Through this order, five additional artisans were provided dignified work, and 20 extended families have been fed. This cuff has allowed the new leaders to grow, not just in business leadership, but in faith. One leader made a public profession of faith, clearly identifying Jesus as his Lord and Savior.”

KRISTINE CORDTS, EXECUTIVE DIRECTOR, SALES & ENGAGEMENT KARAMA COLLECTION

BY THE NUMBERS:
WE SOLD 6,893
BE STILL AND KNOW CUFFS

In 2016, Lysa TerKeurst’s latest book, Uninvited, was on The New York Times’ best-seller list for 17 weeks and continued there into 2017! All proceeds go to a foundation that supports nonprofit ministries around the world.
We couldn’t do the world-wide ministry we do without support from donors. We are grateful for every gift, from every individual. Our team rejoices and thanks God weekly when we get reports of women and men around the world who have committed to stand shoulder to shoulder with us in Kingdom work.

Not only do our donors impact every part of our ministry, down to the smallest detail, but your support encourages our team. We know our enemy doesn’t like the work we do, and it’s easy to be discouraged. Knowing we aren’t alone makes such a difference. Thank you.
In 2016, Proverbs 31 Ministries initiated a “Gift of Any Amount” program. We created three different devotional books, each tied to a central theme. These beautiful books were offered and mailed for a minimal financial contribution.

**AS A RESULT, 12,330 LIVES WERE TOUCHED BY THESE DEVOTION BOOKLETS, RESULTING IN $205,985 SUPPORT TO THE MINISTRY.**

![Image of devotional books]

**A powerful testimonial from a recipient:**

“Proverbs 31 Ministries has been a pillar of hope and inspiration in my life this past year. I am pleased to be able to give back so that others will have the same opportunity to receive support and inspiration. I’m proud that my employer has a matching gifts program so my donations can be doubled! Thank you.”

**KIMBERLY B., JACKSONVILLE, FL**

“…for God loves a cheerful giver. And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work.”

**2 CORINTHIANS 9:7B-8 (NIV)**
Dear Friend,

We are beyond humbled and amazed to see all God has accomplished this past year through Proverbs 31 Ministries. We are also incredibly grateful for the talented staff, caring volunteers and godly leadership from our board members*, who steward well the gifts we’ve been given. I’m proud to share responsibilities with five other servant-hearted leaders: Lyné Brown, Nancy Brown, Phil Klein, Mac McGehee and Lisa Robertson.

We hope you’ve enjoyed this glimpse into the way God is powerfully at work changing lives around the globe.

Because of faithful and generous donors like you, we continue to press on toward eradicating biblical poverty, as every day we are privileged to hear from women like Jordan:

“I found Proverbs 31 Ministries when I needed it most. Having lost my faith soon after entering college I found myself in a downward spiral that led to sin and all the pain and shame that comes with it.

“God revealed Himself to me in such a powerful way at my lowest point and soon after showed me Proverbs 31 Ministries. With the help of the devotionals and the First 5 app, I began a passionate relationship with my Savior. This ministry has taught me about my Lord and has been such a valuable resource to help me connect with Him every day! This ministry has been such a blessing in my new life as a child of God.”

Thank you for your role in continuing this great work God has called us to accomplish. Will you help us further the cause?

In His Service,

Amy King
Amy G. King
Chairman of the Board

*THANK YOU DEE ANN TURNER AND KEVIN SMALL FOR YOUR YEARS OF BOARD SERVICE.

PROVERBS 31 MINISTRIES EXECUTIVE TEAM

LYSA TERKEURST, President
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 and Operations
GLYNNIS WHITWER, Executive Director of Communications
Financial Information

2016 INCOME | $5,948,046
- TOTAL CONTRIBUTIONS | $3,262,507
- NET RESOURCE SALES | $1,096,553
- MINISTRY TRAINING | $896,691
- SHE SPEAKS CONFERENCE | $644,126
- SPEAKING EVENTS & MISC | $48,169

2016 EXPENSES | $4,509,030
- PROGRAMS | $3,452,660
- SUPPORTING SERVICES | $754,296
- FUNDRAISING | $302,074

TOTAL INCOME GROWTH
- 2016: $5,948,046
- 2015: $3,996,160
- 2014: $3,311,938
- 2013: $2,475,973
- 2012: $1,906,052
The Need: Eradicate Biblical Poverty

Nearly everyone in America has physical access to the Bible. In fact, 88% of households own at least one Bible. Yet only 19% of churchgoers read the Bible every day. Physical access to the Bible does not always mean personal access to the Bible. It doesn’t promise an understanding of the depth, truths and context of Scripture.

Our dream is to create Bible enthusiasts — enthusiasts who are so inspired in their personal learning of the Bible that their new-found knowledge will naturally pour out into those around them.

Vision 2020 Eradicate Biblical Poverty Milestone Goals

Proverbs 31 Ministries has three God-sized goals to reach by 2020:
1. Reach 2 million people through First 5 app downloads.
2. Engage 300,000 in Online Bible Classes and Studies.
3. Equip 7,000 ministry leaders through the Bible Experience Center.

Our Solution: Biblical Experience Center (BEC)

We believe God is calling us to create a Biblical Experience Center to give people a greater understanding of the connections from the Bible, a greater confidence to study Scripture for themselves, and a greater command to use Scripture as a tool to defeat the enemy’s temptations and attacks in the way Jesus modeled.

Our Invitation: An Opportunity for Faith and Obedience

For our first 25 years Proverbs 31 Ministries has been debt-free, and our heart is to remain so even with this expansion. Will you help? If you’d like to financially invest in the future of Proverbs 31 Ministries, please email Executive Director of Donor Development Danya Jordan, at danya@proverbs31.org or visit proverbs31.org/give.

Therefore, my dear brothers and sisters, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain.

1 Corinthians 15:58 (NIV)
The Uninvited Declaration

AS YOU OVERCOME THE HURTS FROM REJECTION THIS IS WHAT LYSA WANTS TO DECLARE OVER YOU:

Whatever rejection has stolen from you, I declare that the deepest desperation you’ve experienced will lead to God’s greatest revelation in your life.

I declare that the Lord will give you relief from your unbelief.

He will restore you, redeem you and write His story — His glorious story onto the pages of your life.

It will happen.

Doubt and defeat have no place in the sacred sanctuary of your heart.

Bitterness, resentment, and anger have no place in a life as beautiful as yours.

From now on when misguided voices or the enemy himself tries to put you down with lies or pull you away from the truth or push you into anything that could derail your destiny,

I pray that you will sense the mighty hands and heart of God …

Lift you up with truth.

Draw you close with His loving tenderness.

And shame Satan back to hell with His resurrecting power.

Rejection — it may be a delay. It may be a distraction. It may even be a devastation for a season, but it is not your final destination.

You are destined for a love that can never be diminished, tarnished, shaken or taken. You have a story. May it be HIS WORD that becomes THE WORD of this story you absolutely must tell to the glory of God.

© 2016 Lysa TerKeurst
We thank you for your support!

The inside back cover of this annual report includes a printed *Uninvited* Declaration by Lysa TerKeurst, as you overcome past hurts from rejection. Consider it our gift to you!

*And my God will supply every need of yours according to his riches in glory in Christ Jesus. Philippians 4:19 (ESV)*