Cover Photo: In October 2015, Lysa hosted the first Proverbs 31 Ministries Holy Land Experience with 125 people from 34 states, Canada and Taiwan. Here Lysa is teaching from the Mount of Olives overlooking Jerusalem.
Dear friend,

Have you ever looked at your life and wondered if you’re on the right track?

I think most of us think these thoughts. That’s why over 20 years ago, I helped start a ministry where we could gather and learn God’s perspective on how to do life through the pages of His Word. Proverbs 31 Ministries exists because I desperately needed someone to help me connect life with God’s truth. And I still do.

So, every day my team and I gather to think through and pray over every aspect of our ministry—our First 5 app, free daily devotions, online Bible studies, radio shows, social media encouragement, and more. We’re a rag-tag team of passionate, imperfect girls determined to bring God’s Word front and center to a hurting world.

But we couldn’t do what we do without your financial support and faithful prayers.

Because of your generosity, millions of women and families all over the globe are experiencing total life change as they learn to fall more in love with God’s Word. Here is an example from one of our readers, Belinda:

My 42-year-old son passed away 12/26/15. He was career Army. He’d been to Iraq and Afghanistan twice, each time flying a helicopter. I could not have walked this road of grief and sorrow without my Abba Father walking with me. I know I will see my son again one day, but after reading Lysa’s devotion, I’m now looking at the time until I see him again as temporary—just like the time he was deployed. God bless all of you at Proverbs 31.

We love to hear from women like Belinda, and have tucked more stories like this one into the following pages so you can see just how much of an impact you’re making.

From the bottom of our hearts, thank you for supporting Proverbs 31 Ministries. We treasure your partnership and friendship. We can’t wait to see what God has in store for 2016!

Gratefully,

Lysa TerKeurst
Celebrating One Year and over 625,000 Downloads in 2015!

“We must exchange
WHISPERS WITH GOD
before
SHOUTS WITH THE WORLD.”
– LYSA TERKEURST

The vision for First 5 was developed by Proverbs 31 Ministries to connect a woman’s heart to God’s Word within the first five minutes of her day before the distractions of social media come flooding in.

Of the 196 countries in the world, only six countries have not been reached by the First 5 app:
ONLINE BIBLE STUDIES

I cannot thank you enough for the First 5 app. I have been with you since day one and I have learned more about my faith in this short amount of time than I have learned in the last 39 years of Sunday school and church. You have TRULY helped me grow, develop, and deepen my faith. It has really changed my life.

– HOLLIE, FIRST 5 USER

★ Did you know? ★

In 2015, First 5 subscribers spent a total of 2,626,045,092 seconds on the app—that’s over 83 years!

★ Did you know? ★

We’ve had a total of 87,250,242 screen views in 2015 since the app launched in July!

★ Did you know? ★

9% of the First 5 audience is male.
Celebrating Women in Community Worldwide!

THROUGH PROVERBS 31 ONLINE BIBLE STUDIES, WOMEN FROM 171 different countries JOINED TOGETHER TO STUDY GOD’S WORD AND WERE INSPIRED TO LIVE IT OUT IN THEIR SPHERES OF INFLUENCE IN 2015.

We are now reaching more women than ever!

★ Did you know? ★

This year we had our LARGEST OBS EVER!

Keep It Shut by Karen Ehman had over 45,000 participants!

The youngest small group leader is 25 and the oldest is 75.
God knew what He was doing when He brought me to OBS. The friendship and sisterhood I found here have been absolutely life-changing for me and came about at a time I really needed it. Not to mention how much I have grown in my walk with Christ! I will be forever thankful for OBS and the people who make it possible!

- STACY, OBS VOLUNTEER

Melissa Taylor, Director of Online Bible Studies, began Online Bible Studies as a volunteer, and today this area of the ministry wouldn’t exist without the many women who volunteer so much of their time.

★ Did you know? ★

I have been so amazed at how my life has changed since I began P31 OBS ... God has brought me close to women whom I have never met face to face, but I love them with all my heart. When they hurt, I hurt, and vice versa. I feel like I have known some of them my entire life, they are my BFFs! My spiritual life is so full now, I have people that are close to me tell me all the time that I have a twinkle in my eye, they can see the love of Jesus all over my face, and it feels awesome!

- RACHEL, OBS PARTICIPANT
COMPEL is a monthly training program that equips influencers who want to write words that move people.

When I signed up in September 2015, I had an internal fight with myself since I wasn’t sure how serious I wanted to be with my writing. I did know that if I wanted to be serious, I needed to invest in some training. But $25 a month? Will I even use the website? I have never been so happy with an investment.

ASHTON, COMPEL MEMBER

★ Did you know? ★

WE’VE MORE THAN DOUBLED our memberships since last year!

Our youngest member in 2015 started at age 13!
Celebrating Over 15 Years of Training Women in Ministry!

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 from a podium. It’s a community of leaders, speakers, and writers making imperfect progress and joining together as we walk forward in our calling.

★ Did you know? ★

OVER 3,500 book proposals have been shared with publishers and agents.

Proverbs 31 Ministries enabled me to make my dreams of becoming a writer for God a reality. While I believe He is guiding my steps, Proverbs 31 was the flashlight I needed to help me find the right path! The Proverbs 31 staff is authentic and "walks the talk" of the Christian journey with humility and grace. They are comprised of women I admire and respect greatly and I so appreciate their willingness to help those of us just beginning to answer the call to speak and write.

- NATALIE, WRITER AND BLOGGER
For we are God’s workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do.

EPHESIANS 2:10
Celebrating God’s Wisdom for Everyday Life

Encouragement for Today devotions continue to change lives by combining the Word of God and the 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.

Every day we receive emails from women telling us a devotion arrived at just the right time. We know that is God’s doing and we are always excited to play a part in His plan.

★ Did you know? ★
WE RUN OUR DEVOTIONS FIVE DAYS A WEEK—EVEN HOLIDAYS!
In 2015, New Year’s Day, Memorial Day, Labor Day, Thanksgiving, and Christmas Day all had a devotion to encourage readers!

DEVOTION SUBSCRIBERS:

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>436,312</td>
</tr>
<tr>
<td>2014</td>
<td>392,517</td>
</tr>
<tr>
<td>2013</td>
<td>303,075</td>
</tr>
</tbody>
</table>

★ Did you know? ★
We have a volunteer team to proofread our daily devotions, with members from coast to coast!

Your work is so appreciated by me. I just want to encourage you to keep it up. I love reading the comments from the devotionals because it makes me realize that I am not on my own with my struggles to become the person God wants me to be.

LYNN, DAILY DEVOTION SUBSCRIBER
Proverbs 31 Ministries is sharing God’s Word through social media to more than 3,637,215 people worldwide across all social media platforms.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>2014</th>
<th>2015</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,576,484</td>
<td>3,238,175</td>
<td>25% increase</td>
</tr>
<tr>
<td>Twitter</td>
<td>72,875</td>
<td>109,706</td>
<td>50% increase</td>
</tr>
<tr>
<td>Instagram</td>
<td>66,300</td>
<td>242,000</td>
<td>265% increase</td>
</tr>
<tr>
<td>Pinterest</td>
<td>37,136</td>
<td>47,334</td>
<td>27% increase</td>
</tr>
</tbody>
</table>

**Did you know?**

Our audience commented “Amen” 499,254 times in 2015

This year we gained 884,420 NEW FRIENDS on Facebook, Twitter, Instagram, and Pinterest.

Thank you. I really needed this in my journey with the Lord—years of health issues, financial strain in our marriage ... work struggles for my husband, all while trying to still live faithfully for our Lord. He has a plan for it all and doesn’t want it wasted (Jeremiah 29:11); I choose to believe Him for His loving protection and provisions, and your encouragement is actually Him speaking to my heart. Thank you so much!

- CHRISTINE, FROM FACEBOOK
Celebrating face-to-face ministry across the US!

In 2015, the members of our P31 Speaker Team traveled around the country. They spoke 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 33 states and Canada.

**Did you know?**

We have two **NEW YORK TIMES** BEST-SELLING AUTHORS on our team!

**Did you know?**

Our speaker team represents a wide range of stories— anywhere from being on The Price is Right, to almost winning the lottery jackpot, to living on a farm!

**KAREN EHMANS EVENT:**

A woman at my event in Texas last May approached me after I spoke. She was dressed in a traditional head covering indicative of Islam. She had been brought to the women’s night out by a group of friends who are Christians. She showed me her program for the evening. It was full of notes she had taken during my talk. She said, “Look at all the notes I took while you spoke to this group. You have given me much to think about concerning being a Christian. I will think long and hard about it. Thank you for what you shared and for being funny. I liked your stories.”
I have been extremely blessed by this ministry. Thank you for a renewed perspective, and the reminder to keep my eyes focused on God, where my help comes from so that the enemy cannot steal my joy and my family can get the best from me.

— KIMBERLY, RADIO LISTENER

★ Did you know? ★

From inception, our radio show has been heard over 1 BILLION times!

★ Did you know? ★

We’ve recorded over 2,300 individual radio shows.
Celebrating Your Ministry Impact!

Proverbs 31 Ministries has a kingdom impact because friends like you answer the call to support our mission. Gifts and services fund programs to align women worldwide with the truth from God’s Word.

Proverbs 31 Ministries is making a global impact because of generous donors like you!

A look back...

<table>
<thead>
<tr>
<th>TOTAL GIVING</th>
<th>TOTAL DONATIONS</th>
<th># OF DONORS</th>
<th>AVERAGE GIFT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$1,885,904</td>
<td>18,126</td>
<td>$104</td>
</tr>
<tr>
<td>2014</td>
<td>$1,431,704</td>
<td>10,778</td>
<td>$133</td>
</tr>
<tr>
<td>2013</td>
<td>$941,777</td>
<td>9,306</td>
<td>$101</td>
</tr>
<tr>
<td>2012</td>
<td>$790,178</td>
<td>9,949</td>
<td>$79</td>
</tr>
<tr>
<td>2011</td>
<td>$344,815</td>
<td>6,918</td>
<td>$50</td>
</tr>
<tr>
<td>2010</td>
<td>$269,359</td>
<td>6,224</td>
<td>$43</td>
</tr>
<tr>
<td>2009</td>
<td>$193,757</td>
<td>5,065</td>
<td>$38</td>
</tr>
</tbody>
</table>
I made the decision to support Proverbs 31 Ministries because of how the ministry has helped me through some really dark days. During my divorce, I never felt alone when I went to my inbox and there was my daily encouragement from P31. I’ve since used these devotionals to provide encouragement to other women ... so thank you for all that you do!

- ADINA, MONTHLY PARTNER

★ Did you know? ★

We have donors from all 50 states and 46 countries!

WE HAVE OVER 1,000 MONTHLY PARTNERS!
Celebrating over $150,000 increase in sales and over 125,000 products sold!

Resources sold through our Proverbs 31 bookstore train ministry leaders, encourage families, and bring a biblical perspective to people across the globe. When someone purchases a product from our bookstore, it helps us continue offering free biblical resources.

An increase in sales is an increase in lives reached!

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$76,940</td>
<td>$335,163</td>
<td>$309,238</td>
<td>$452,536</td>
<td>$629,062</td>
<td>$786,997</td>
</tr>
</tbody>
</table>

“*It Will Be Okay*” by Lysa TerKeurst
I got this book for my daughter when it first came out. I’ve always been a single mom so she’s always regarded Jesus as her Daddy. But now that I am engaged to a wonderful Christian man and we will get married next year, our routines and my role will change. This book really helps her to understand that it truly will be OK if we just trust in our heavenly Father! Great book!! Would recommend because I am a mom and a teacher :)

– ANIA, FACEBOOK USER

★ Did you know? ★

In 2015, Proverbs 31 Ministries partnered with Fashion & Compassion to sell jewelry handmade by women overcoming poverty and injustice.

By purchasing a jewelry item from Fashion & Compassion through Proverbs 31, we helped create an opportunity for these women to make a living for their families.
Celebrating Excellent Stewardship!

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 fundraising, and proper use of charity resources.

**2015 INCOME / $3,996,160**

- Total Contributions / $1,885,904
- Net Resource Sales / $786,997
- Ministry Training / $639,633
- She Speaks Conference / $581,060
- Speaking Event & Misc / $102,566

**2015 EXPENSES • $3,448,589**

- Programs / $2,587,483
- Supporting Services / $570,059
- Fundraising / $291,047

**Total income for the past four years:**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$1,906,052</td>
<td>$2,475,973</td>
<td>$3,311,938</td>
<td>$3,996,160</td>
</tr>
</tbody>
</table>
Celebrating God’s Vision for the Future!

“We have more physical access to the Bible than ever before, but we desperately lack personal access.”
- LYSA TERKEURST

88% of American households own at least one Bible, with most owning an average of four. Only 19% of churchgoers read the Bible every day.

Physical access to the Bible doesn’t always mean personal access to the Bible.

We are moving forward to equip people with both the passion and position needed for individual, personal study of the Bible. We’re not just creating experts, but enthusiasts. Enthusiasts who are so inspired in their personal learning of Scripture that it will naturally pour out into those around them.

Proverbs 31 Ministries is expanding to accomplish this vision!

VISION 2020 ERADICATE BIBLICAL POVERTY MILESTONE GOALS:

1. Reach 3 million people through First 5 mobile app downloads
2. Engage 300,000 in Online Bible Classes and Studies
3. Train 5,000 through She Speaks and COMPEL
4. Equip 7,000 influencers through the Experience Center of Biblical Learning

THE EXPERIENCE CENTER OF BIBLICAL LEARNING

WE CLOSED ON 3.69 ACRES OF LAND ON APRIL 7, 2016!

If you would like to financially invest in the future of Proverbs 31 Ministries please email Danya Jordan, Executive Director of Donor Development, at danya@proverbs31.org or visit www.proverbs31.org/give
Dear Friend,

It’s hard to believe that Proverbs 31 Ministries is 23 years old. God continues to be so faithful as He utilizes generous gifts and donations from worldwide friends like you to accomplish His will. Looking at the amazing growth of the First 5 mobile app this year, it is humbling to see how much God's hand is on this ministry.

My husband and I have been using the resources from Proverbs 31 Ministries for over 18 years, since before our three daughters were born. I still rely on their biblical teachings and truths in my own journey of faith as a wife, mom, and homeschool leader. My family reads the First 5 devotionals together every morning, and I take comfort in knowing they’ll continue to use First 5 as they begin the next phase of their lives.

I’ve never been a part of something that I have felt more passionate about than my role as Board Chair of Proverbs 31 Ministries. I’m proud to share responsibilities with five other servant-hearted leaders*:

Nancy Brown  
Phil Klein  
Lisa Robertson  
Kevin Small  
Dee Ann Turner

Why do we choose to give of our time, talent, and treasure for this ministry? It’s simple:

1. Fiscal Responsibility: Proverbs 31 Ministries is a member of the Evangelical Council for Financial Accountability (ECFA). ECFA holds its member ministries to seven high standards of stewardship. Proverbs 31 Ministries proves to be a responsible steward of every dollar from the Lord.

2. Servant Leadership: Behind every department are many gifted staff members with dynamic leadership from President Lysa TerKeurst and the Executive Team.

3. Strong Vision: Proverbs 31 Ministries has been given a God-sized vision to eradicate biblical poverty. Launching the First 5 mobile app is the first step to accomplish this vision. Building the Experience Center of Biblical Learning is the next step.

Proverbs 31 Ministries’ desire is to be totally obedient to God’s call to eradicate biblical poverty. Thank you for your continued prayers and best financial support as we work together to transform hearts and homes worldwide for Jesus.

We hope you stand amazed with us at God’s handiwork with Proverbs 31 Ministries. The best is yet to come, friend!

Amy G. King  
Chairman of the Board

* Thank you, Pat Layton and Sharon Sloan, for your years of Board service.

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 and Operations  
GLYNNIS WHITWER, Executive Director of Communications
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. Ephesians 3:20