



WOMEN DOING WELL

MID-YEAR REPORT

2024 Theme - OPTIMIZING

NUMERICAL GOALS FOR 2024

CATEGORY	DEFINITION	2023 ACTUALS	2024 GOALS
EXPOSED	Website traffic, social media reach	80,079	96,000
WOMEN IN THE PATHWAY	Started the Pathway	903	1000
ALUMNI	Completed all twelve sessions of the Pathway	197	400
FACILITATORS	Retained pathway facilitators	61	61
	Newly trained pathway facilitators	45	65

BRAND HIGHLIGHTS

Our new vision and mission are well received and remembered! In 2023, based on feedback from our community, we worked hard to revise our vision and mission so it could be easy to remember and share.

- Vision—Every woman confident in who she is and what she has in Christ, giving generously to heal the world.
- Mission—We activate women to purposeful generosity.

BOARD UPDATE

Our board currently has two members preparing to roll off. The board recently established a Governance Board Committee to lead the recruitment process for new board members. This committee will review guidelines for the role of a board member including terms of service, and team norms.

CONTENT UPDATE

We are in the final stages of enhancing the Pathway participant and facilitator booklets. These enhancements will roll out together, in advance of our fall Pathway kick-offs.

- This enhancement involves positioning the Pathway as 12 consecutive sessions, which can be experienced either over 12 one-hour sessions or in 2 six-hour gatherings. All participants, both virtual and in-person, will receive the same printed booklet.
- Facilitators will receive an enhanced notebook that includes the basics from training, guide for both formats of the Pathway, custom notes pages, and additional resources.
- Our team has been hard at work creating The Pathway Hub. The hub lives on our website under a login. The hub gives facilitators the ability to schedule their own groups, houses all the content and info they need, along with ongoing resources, and training refreshers.
- A new Pathway promo video is close to completion. We plan to have it by the end of June.

PATHWAY UPDATE

Mid-year number of women in the Pathway

- Women in the Pathway who have Completed Ignite: 202
- Our Alumni (Completed Grow to Activate): 90
- Facilitators (led groups during 2024): 28
- Newly Trained Facilitators (in 2024): 6

STAFF UPDATE

Updated staff titles and key areas of responsibility:

- Julie Wilson, President - Speaking, board engagement, strategy and development with partners and patrons
- Emily Murray, VP of Development and Strategy - Growth of partnership and patron strategies as well as organizational growth
- Mary Shaw, VP Program and Operations - Day to day operations, team leadership, content development and programming
- Amy Soper, Patron and Partnership Director - Recruiting and caring for patrons who are also facilitating, leading partnership groups and training key partnership leaders, training and care of our facilitator community
- Sarah Caines, Program Manager - Executing our systems and processes for pathway and operational support

- Jenny Brown, Patron, and Partnership Coordinator - Support and systems for Julie, Board, and Patron and Partnership team
- Katie Connette - Prayer Coordinator - Lead staff and team of volunteers in praying for the work of Women Doing Well and our partners

We have hired two new part time staff:

- Melissa Edwards, Program Coordinator based in Atlanta, Georgia - execution support for Mary and pathway and program operations
- Kelly George, Content and Communication Manager, based in Atlanta, Georgia - Internal and external communication execution and content creation

FINANCIAL UPDATE

Q1 Statement of Financial Position

<i>Assets</i>	\$288,551
<i>Liabilities</i>	\$15,848
<i>Total Equity</i>	\$272,703
<i>Total Liabilities and Equity</i>	\$288,551

Q1 Statement of Activity

<i>Revenue</i>	\$284,470
<i>Expenses</i>	\$169,756
<i>Net Revenue</i>	\$114,633
<i>Cash in bank</i>	\$253,878
<i>as of 3/31/2024</i>	

PATRON UPDATE

- We currently have 44 active patrons with 10-15 in consideration.
- We will host our second Patron “Open House—A Vision for More” on June 20th. This online gathering is for friends of patrons who may enjoy our community to be exposed to what WDW is all about and how Patrons play a crucial role. For more information and to register a friend visit https://womendoingwell.org/events/a-vision-for-more-experience/?#gf_78
- Our annual gathering will take place September 9th – 11th in Ashville, NC. For more info and registration visit this link: <https://womendoingwell.org/events/2024-patron-gathering/>
- Online and in person regional gatherings are happening! When Julie and/or Amy are traveling the team works with local patrons and partners to set up gatherings and opportunities for sharing the Pathway. We recently gathered in Nashville with Blue Trust for lunch and had seven women from our community attending Kate Gardner’s 30th birthday party. What a joy to be together.

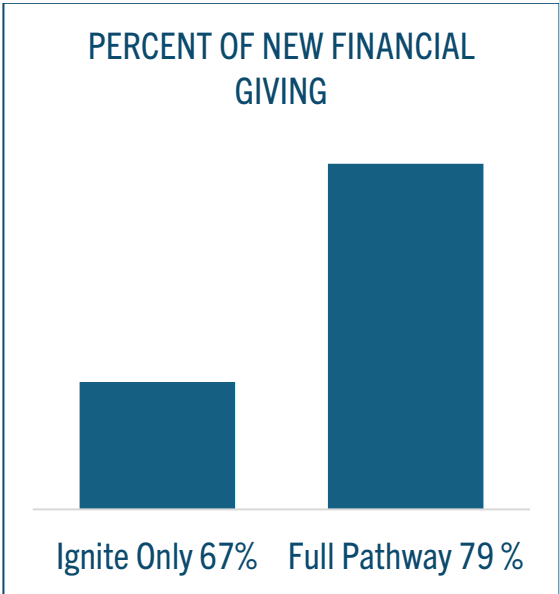
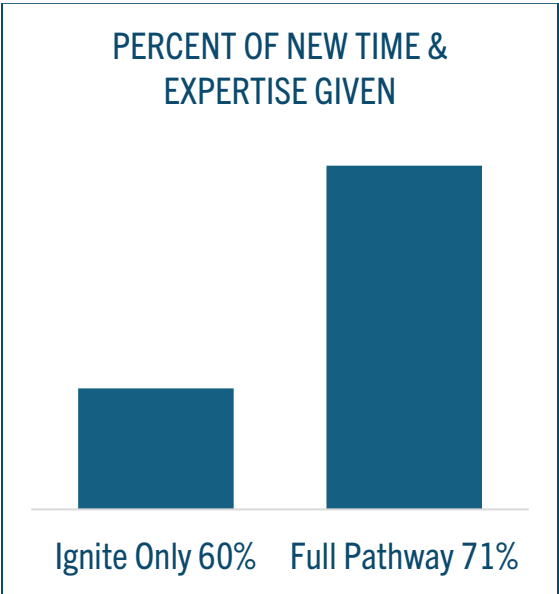
PARTNER UPDATE

Our partnership area is growing. Since creating the Pathway Preview (a two-hour experience based on the first two sessions of the Pathway) we’ve seen many new sponsors and partners join. The following are confirmed, hopeful and warm lead partners.

CONFIRMED	HOPEFUL	WARM LEADS
American Bible Society (sponsorship)	HOPE International	American Bible Society (strategic development)
Axis	Redeemer City to City (re-up)	Alliance Care Now
Blue Trust	Somerset Advisors	Biblica
Faith Driven Investor	World Vision	Blue Trust Local Markets
The Gathering		Compassion
Impact Foundation		Edify
National Christian Foundation		I like giving
Redeemer City to City		NCF Local Markets
Talenton		
We Want More		

IMPACT METRICS

In January of this year, we worked with Clarity Research, LLC, to survey impact on women who have experienced the Pathway over the last three years. 139 women completed the survey, and the results are represented in the following graphs.



ADDITIONAL FINANCIAL RESOURCES RELEASED

from these 139 women

more than \$6.5 Million

TESTIMONIALS from the PATHWAY

“I’m talking with my husband more than ever. We are putting a plan together to prioritize giving and to have more joy.”

“Simply put, taking and leading WDW courses has ignited a spirit of generosity that can never be unlearned. **I see opportunities for generosity everywhere I go – with my finances, time, skills, etc. I’m more generous now and give more consistently than I ever did before** learning through WDW. So grateful for the impact in my life!”

“My generosity is no longer stretched thin across all the place I could give, and instead, **I’ve been able to build a plan** that fully stewards what the Lord has blessed me with accordingly.”