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# PROVERBS 31 MINISTRIES

## *2024 Impact Report*

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SPECIAL EDITION

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### FIRST 5 BIBLE STUDIES COMPLETED IN 2024

#### KEEP HOLDING ON:

*30 Promises From God You  
Can Cling to Right Now*

#### CAN I BE HONEST?

*How To Process and  
Express Your Emotions in  
a Biblical Way, A Study of  
the Book of Lamentations*

#### AM I DOING THIS RIGHT?

*How To Live Out Your  
Faith Through the Wisdom  
Found in James*

#### PROVERBS:

*Everyday Guidance for  
Making Everyday Decisions*

#### DANIEL:

*Finding Confidence That  
God's Power Is at Work*

#### 1 & 2 TIMOTHY:

*The Clarity You Need  
When Life Feels Chaotic,  
Confusing and out of  
Control*

#### WHERE DO I BELONG?

*Finding Our True Home  
Through the Study of Exile  
in the Bible*

#### LIGHT OF THE WORLD:

*20 Scriptures for When  
You Can't See Through the  
Darkness*

### A MESSAGE FROM LYSA

One of my favorite messages I shared in 2024 built upon this one question: **How would your life change if you became absolutely convinced of the goodness of God?**

Where I get into trouble is when I start to think, *As soon as I get through this hard thing ... As soon as*

*God answers this prayer ... As soon as I get to this place ... then, I will surely see evidence of the goodness of God.* But life is often like a game of Whac-A-Mole. As soon as two things resolve, three more pop up.

That's why I'm so thankful to be a part of Proverbs 31 Ministries — and doing life with such courageous friends like you. Every single day, we get to remind women that God's goodness is real.

It is real when things feel good, seem good, and look good.

And it's also real when things do not feel good, seem good, or look good. Unfortunately, there are some things that won't ever make sense on this side of eternity. We can wait for everything to feel right or fair and be tidy. Or we can choose to stand in the middle of our circumstances today and live absolutely assured of the goodness of God. Not because we always see it with our eyes, but because we know it's true in our hearts.



There will be a day when we'll look back and say, "I didn't see what the Lord was doing at the time, but I see it now."

There is never a single day when God is not good. Which means His goodness can always be found. This is the life-changing truth you help share with

countless women through your support and heartfelt prayers. And I'm so deeply grateful.

What a privilege to stand with you to remind every woman everywhere that no matter what they are facing, God is good and is continuing to work eventual good into each of their stories.

— Lysa TerKeurst

### DID YOU KNOW?

*First 5 has a study guide  
resource for every book  
of the Bible.*

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KNOW THE TRUTH. LIVE THE TRUTH. IT CHANGES EVERYTHING.

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2024: A YEAR OF  
LIFE-CHANGING  
MINISTRY  
MOMENTS

MARCH 7, 2024  
Premiered Season 6 of  
the *Therapy & Theology*  
podcast: You Asked ... We're  
Answering!

MARCH 15, 2024  
Launched Circle 31 Book  
Club and read four books  
together.

MARCH 26, 2024  
Published *Clear Mind*,  
*Peaceful Heart*, featuring  
COMPEL Pro writers.

JULY 27, 2024  
Debuted COMPEL Pro  
Writers Training.

SEPTEMBER 19, 2024  
Premiered Season 7 of  
the *Therapy & Theology*  
podcast: Trust & Betrayal.

OCTOBER 8, 2024  
Lysa TerKeurst released  
her new book, *I Want to  
Trust You, but I Don't*.



“  
*Big things are built one brick at a time.  
Victories are achieved one choice at a time.  
A life well lived is chosen one day at a time.*  
LYSA TERKEURST  
”

THE STORY *YOU* ARE  
HELPING WRITE

At Proverbs 31 Ministries, we often look back with awe at how far God has brought us — not because of flashy plans or big platforms but because of small, faithful steps. One at a time. Year after year. And always at the pace of the Lord’s leading and through the generous support of partners just like you.

Every devotion read.  
Every Bible study completed.  
Every prayer whispered by a woman who simply wanted to know God more.

This ministry has grown because you said yes — to God’s call, to His Truth, and to paving the way for others to discover the same hope you’ve found in Him. You’ve helped build something beautiful: a global community of women grounded in God’s Word, walking in faith and reaching out with love.

We see it every day — hearts being changed, lives being healed, relationships being restored, and women discovering they’re never too far gone, too broken, or too busy to meet with God right where they are.

And we believe He’s just getting started.

- Proverbs 31 Ministries was founded in 1992.
- Our first publication was a printed newsletter called “The Proverbs 31 Homemaker.”
- She Speaks, our training conference for writers, speakers, and leaders, was launched in 2001.
- In 2010, *Made to Crave* became Lysa TerKeurst’s first *New York Times* bestseller.
- Our first Online Bible Study was in 2011 — and this study had over 2,500 participants.
- The First 5 app was launched in 2015 to use emerging technologies to encourage a new generation of believers.
- In 2020, Lysa was invited to speak at the Global Leadership Summit, alongside leaders like former President George Bush, Paula Faris, Michael Todd, Craig Groeschel, and more.
- Our President and Chief Visionary Officer, Lysa TerKeurst, has written 32 books in her 31 years of ministry.



WOMEN REACHED IN ALL 50 STATES

Over 790 Million Encounters  
With God’s Word

MEASURING WHAT MATTERS



42.4 MILLION  
Reached across all our  
social media platforms



81.7K+  
New *Encouragement  
for Today Devotions*  
subscribers



45.4K+  
Women attended events  
with Lysa TerKeurst



4.1 MILLION  
Downloads of *The Proverbs  
31 Ministries Podcast* and  
the *Therapy & Theology*  
podcast



657K+  
People engaged with the  
First 5 app



4.7K  
Communicators trained  
through COMPEL Pro and  
She Speaks Conference



1.9 MILLION  
Views of biblical content on  
the Proverbs 31 Ministries  
YouTube Channel



59K+  
Active members in Circle  
31 Book Club

THIS IS WHAT  
GOD’S DOING  
THROUGH  
*YOU* ...

“My husband of 48 years recently died, leaving me feeling so alone and helpless. My normal compassion for others had turned to anger. But a friend told me about First 5. God led me back to Him through the lessons, comments, and prayers.

I have since started going back to church, teaching children’s classes, serving in women’s ministry and group Bible Study, and singing in the choir. What we CAN’T do, God CAN do — even when we are most broken. Thanking Jesus for First 5!”

— Susette B.

# YOUR PRAYERS FUEL *impact*

*“And this is the confidence that we have toward him, that if we ask anything according to his will he hears us.”*  
(1 John 5:14, ESV)

Every heart touched. Every life changed. Every moment where Truth brings clarity, wisdom, and hope. It all depends on the power of the Holy Spirit. And that means your prayers fuel impact.

So please commit to praying with us as together we continue sharing God’s Word with women around the world.

*Cut this section off to hang on your fridge or mirror to have as a reminder to pray.*



Pray for God’s guidance and wisdom.



Pray for impactful resources.



Pray for the women reached.



Pray for financial provision.



Pray for unity and strength.



Pray for spiritual protection.



Pray for the ministry’s outreach.



Pray for boldness in sharing the gospel.



Pray for continual growth.



## OUR PRAYER FOR YOU

### FATHER,

*Thank You for the person reading these words. You know their heart, struggles, and joys. Whatever they are facing today, remind them that You are with them — guiding, strengthening, and loving them every step of the way.*

*Speak to them through the devotions, podcasts, and Bible studies they engage with. Let Your Truth bring them comfort, clarity, and renewed hope. When they feel uncertain, fill them with Your peace. When they feel weary, renew their strength. And when they question their worth, remind them that they are fearfully and wonderfully made by You.*

*Surround them with people who will encourage and uplift them in faith. Give them the courage to draw close to You and the confidence to live out the calling You’ve placed on their life.*

*May they know beyond a doubt that they are deeply loved by You.*

**IN JESUS’ NAME, AMEN.**



**FOLLOW US AND  
STAY IN THE KNOW**  
@Proverbs31Ministries



**PROVERBS 31**  
ministries

**KNOW THE TRUTH. LIVE THE TRUTH. IT CHANGES EVERYTHING.**