



Her World

A STRATEGIC GROWTH CAMPAIGN



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Her eyes open at the sound of a baby's cry. It's still dark as she picks up a screaming bundle of joy. Half asleep, she feeds her baby and soothes him back to sleep. Her heart explodes with love for him, yet she feels utterly alone. Lying in bed, enveloped in darkness with the next day's responsibilities weighing on her mind, she wonders if anyone understands *her world*.

Noisy. Messy. Frenetic. Hyper-connected. Overwhelmed. Often depressed.

Loneliness darkens her world. She wonders if there is more to life than the daily routine, if there is hope bigger than herself for her children.

She needs practical help and spiritual hope – for herself, her children, her marriage...her world.

FACTS / STATS:



Parents of young children are especially receptive to exploring¹

SPIRITUAL LIFE



60% of moms report feeling lonely²

and these feelings of aloneness are highest when parenting children under the age of 5.



Mothers of young children are at higher risk for DEPRESSION.³

50-80% of women suffer from temporary "baby blues" after childbirth, and

UP TO 25% of pregnant, postpartum and parenting women suffer from DEPRESSION.



89% of all **stay-at-home moms** feel overwhelmed by their responsibilities.⁴

A YOUNG MOM YEARNED TO HEAR, "YOU'RE DOING A GOOD JOB AS A PARENT."⁵





Research shows that moms are most open to accepting help and exploring a spiritual life when their children are 0-6 years old. MOPS leverages this brief season to speak truth into a mom's entire life — her identity, marriage, parenting, social support and most of all, her spiritual relationship with Christ.

While there are a plethora of mothering resources today, none drives moms to authentic, face-to-face relationships like MOPS. MOPS offers a comprehensive, holistic approach to meeting a young mom's relational, practical and spiritual needs. *The world bombards her with superficial information, social pressures and images of false perfection — but MOPS surrounds her with the truth that she is loved and valued, bearing the fingerprint of God.*

MOPS TRANSFORMS THE WAY A WOMAN MOTHERS
“MOPS encourages me, gives me real-life examples, helps me see: I have tremendous value as a person and as mom. This ministry instructs me, encourages me, and equips me to shower my child with love.... I’m becoming all God intended for a mom to be!

- *MOPS mom*



MOPS INTERNATIONAL LEGACY

MOPS began as a grassroots effort in 1973. Moms with preschoolers in Wheat Ridge, CO, began meeting together compelled by their shared needs for a nurturing community and mothering support. MOPS' success exploded as groups emerged throughout the country and the world, including customized Teen, Military and International groups. Moms experienced life transformation, discovering a deep faith in Christ that influenced their parenting, marriages, and communities. Still today, MOPS embraces moms from all walks of life, helping each realize her unique influence on *her world*.

In its 40 year history, MOPS has impacted three generations and **13 MILLION** lives for Christ.

MOPS International exists to encourage, equip and develop every mother of preschoolers to realize her potential as a woman, mother and leader in the name of Jesus Christ.



THE MOPS DIFFERENCE

Personalized just for her, MOPS meets the needs of over 90,000 mom-members each year in more than 30 countries through a variety of groups:

- Classic MOPS
- Teen MOPS
- Military MOPS
- International MOPS



OUR METHODS

- Award-winning Resources
- Customized Curriculum
- Ongoing Leadership Development
Including an annual national conference (MOMcon)
- Individualized 1-on-1 Leader Coaching
- Inspirational Mentoring

MOPS touches a mom's life for a brief season, but our impact is long-term. MOPS doesn't simply change a mom... MOPS changes her world.

MOPS BRINGS FAMILIES TO FAITH

"My husband and I strayed from Christianity as young adults. MOPS was critical in helping us rebuild our relationship with Jesus. I became involved in MOPS leadership and attending our MOPS church. My husband joined me and we have both renewed our relationships with Jesus. Our whole family is engaged at church!"

- Jessica, MOPS mom from Texas

MOPS SURROUNDS A MOM WITH GENUINE COMMUNITY

"MOPS has been an incredible way to connect with other moms. I love that women in various walks of life come together, with one thing in common: we have young children. The connections, friendships and support systems have been incredible."

-Colleen, MOPS mom from Hawaii

Research tells us that what moms need is exactly what MOPS excels at.

MOPS is a powerful and proven outreach strategy for churches to connect with young families. MOPS partners with over 3,400 local churches to form 3,700 MOPS groups to develop five distinctive characteristics essential for successful mothering (according to Barna Group and MOPS research):

- Parenting knowledge and skill
- A healthy marriage (or parenting help)
- Emotional resilience
- Social support network
- Spiritual support

MOBILIZING RESOURCES FOR MAXIMUM IMPACT



Our 2013-16 strategic plan is laser-focused on what is wildly important to our mission:
**establishing and expanding MOPS groups that will flourish to transform
over 100,000 moms and families each year by 2016.**

1 *YEAR 1 (2013-14): Grow More and Healthier Groups*

MOPS International invests heavily in starting groups with a regional approach -- our advancement vehicle for extending our reach.

2 *YEAR 2 (2014-15): Strengthen Current MOPS Groups*

The greatest life change happens in the context of deep relationships over extended periods of time. MOPS delivers focused, proactive touches with every group to meet their needs. Customized group leader coaching ensures each MOPS group is thriving.

3 *YEAR 3 (2015-16): Expand MOPS Presence*

MOPS believes every mom needs Jesus. That's why we leverage our strategic partnerships with churches, national ministries and the media to ensure every mother of preschoolers knows about MOPS and has access to the life-changing community found in a MOPS group.

MOPS International stands at the threshold of exponential growth and multiplied impact on today's moms and families. With our dynamic executive leadership, a highly engaged board of directors, well-qualified staff and an abundance of strategic partnerships, MOPS is mobilizing our valued resources for maximum kingdom impact.

BOARD OF DIRECTORS

Derozette Banks, *Board Secretary*

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Jed Burnham, *Board Treasurer*

Linda Chowdry

Heather Chastain

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Mandy Arioto

Director of Marketing and Membership

Diana Goldy

Director of Group Life

Andrea Jones

Director of Leadership Development and Events

Karen Parks

Director of Organizational Development

Gayle Pottle

Director of Development

TJ Rikli

Director of Operation



THE HER WORLD CAMPAIGN

Join us in changing *Her World*! The value of investing in mothers is undisputable. Pursuing a life in Christ through MOPS changes her heart, her marriage, her children, her community. Your investment in MOPS will have an authentic, lasting impact on her world. *Her World* is a three-year campaign to raise **\$2 MILLION** to undergird MOPS International's growth strategy to reach over 100,000 moms each year by 2016.



	GIFTS NEEDED ANNUALLY	GIFT LEVEL
<i>Lead Gifts</i>	1	\$150,000
<i>Major Gifts</i>	1	\$100,000
	2	\$50,000
	3	\$25,000
	5	\$15,000
	7	\$10,000
<i>Community Gifts</i>	10	\$5,000
	15	\$2,500
	25	\$1,000

MOPS has received a generous lead gift of \$450,000 for Her World — \$150,000 per year over three years.

The first \$150,000 is a matching gift, lovingly given to inspire you to maximize your impact on *her world*. Don't miss this opportunity to double your donation to MOPS!

To learn more about the Her World Campaign:

Email Gayle at gptottle@MOPS.org OR call 888.910.MOPS.

You can give online at MOPS.org/HerWorld.

MOPS International's fiscal year extends from July 1 – June 30.

Thank you for your generosity.

MOPS International is a 501(c)3 nonprofit organization. Contributions are tax deductible to the extent allowed by IRS guidelines. Audited financial statements are available upon request.

¹ State of the Church and Family Report, Orange of the ReThink Group

² Mom Central Consulting and Gather Moms Survey, 2009
(<http://c2c.bigfuel.com/momentum/increasingly-isolated-moms-turn-online-for-sustaining-friendships-offline>)

³ Gaynes, B.N. et al, 2005 Perinatal Depression: Prevalence, Screening Accuracy and Screening Outcomes. Rockville, MD:: Prepared by the RTI – University of North Carolina

⁴ The Bump.com and Forbes Woman Survey, 2011
(<http://www.forbes.com/sites/meghancasserly/2011/06/15/forbeswoman-thebump-parentin-survey-results/>)

⁵ *Building Strong Families*, YMCA and Search Institute, 2002



Your financial support fuels MOPS International's growth and expanded impact on families.

Give your way:

- Pledge an annual or multi-year gift.
- Make a monthly gift or pledge.
- Give a challenge gift to inspire other supporters.



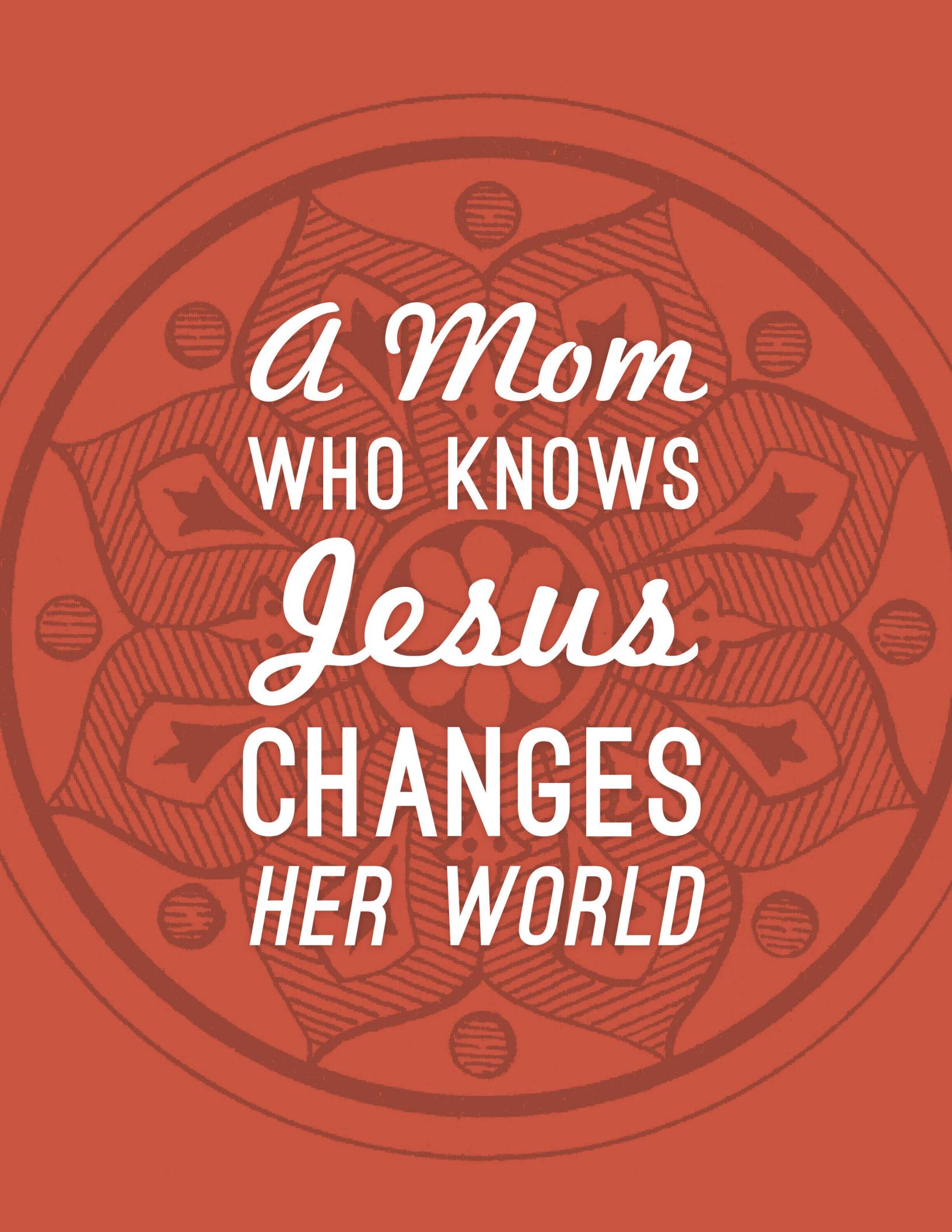
MOPS BOOSTS MARRIAGES

MOPS was a great ministry for my wife. She made so many friends and found the support she needed to know she wasn't facing motherhood alone. She's a better mom, wife and woman for it! MOPS also cemented our relationship with our MOPS church. The first time our family went to church, I simply couldn't believe all the MOPS moms that came to say hello and greet us. We felt so welcomed.

- Jake, MOPS dad from NY



*Thank you for changing
Her World
through your generosity.*



a Mom
WHO KNOWS
Jesus
CHANGES
HER WORLD