

# Every Mom, Every Leader, Every Church

*... because every family  
needs Jesus.*

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.



2011-2012  
Ministry  
Impact  
Report

# Year-at-a-Glance

For 39 years, MOPS International has reached mothers, children, families, churches and communities for Jesus. From local MOPS group leaders to Field Leaders, from MOPS staff and Board members to a community of faithful supporters, you are part of the MOPS family. Together, we're shaping the next generation of young families for Christ.



**More than 2,000,000 moms** have experienced a local MOPS group since the ministry's inception in 1973. Three generations and **13,000,000 lives** have been touched through the community MOPS offers to young moms.

“God doesn't want us to be shy with His gifts, but bold and loving and sensible.” 2 Timothy 1:7. Our theme scripture verse shaped curriculum and leadership trainings.

## MOPS Community in Numbers...

- **91,486 Registered MOPS Members**
- **3,748 Total MOPS Groups**
  - ◆ 3,162 Classic MOPS Groups
  - ◆ 285 MOMSnext Groups
  - ◆ 134 Teen Groups
  - ◆ 51 Military Groups
  - ◆ 116 International Groups
- **3,211 moms began a relationship with Jesus through MOPS**
- **9,719 leaders trained at Local, Regional and National events**

# A Word from our CEO & President



Dear Friend:

Your partnership with MOPS International is invaluable, enabling us to touch the lives of over 90,000 moms and their families. Over the last year, I've come to firmly believe three important things:

**Every Mom Needs a Friend.** MOPS International helps moms at the most critical stage of parenting: the preschool years. Being a mom can be overwhelming and discouraging, but MOPS provides a safe environment for every mom of preschoolers to realize her precious place in God's kingdom and her potential as a wife, mom and leader.

**Every Leader Needs a Chance to Grow.** Not only does MOPS encourage and equip moms, but we also recognize women have incredible leadership potential and influence. MOPS provides a mom unique opportunities to grow as a leader, impacting her family, church and community.

**Every Church Needs a MOPS Group.** Research tells us moms with preschoolers are the most open to opportunities for parenting help and networking. MOPS can be a critical part of a church's family ministry strategy and creates a safe, open door for moms and their families.

All this is true, because **Every Family Needs Jesus.** I hear story after story from dads who share how MOPS has impacted their marriages and families. I see moms grow in their parenting skills as they form friendships with women who become their champions and mentors. I hear amazing stories of life change as moms share how they came to realize the incredible love God has for them and discovered who God formed them to be.

Your partnership changes the trajectory of families around the world. I'm thankful for you and invite you to read the following stories and results that demonstrate how God has faithfully multiplied your investment for his kingdom.

Better moms make a better world,

A handwritten signature in black ink that reads "Sherry". The signature is fluid and cursive.

Sherry Surratt  
CEO and President, MOPS International

# Every Mom Needs a Friend

The 100th day of kindergarten was approaching. Five-year-old Madeline and her mom Erin were busy working on a photo collage of their “Best Days Ever.”

Days later, the family experienced what is sure to be one of their worst days. Madeline was diagnosed with an inoperable brain tumor.

Within hours, **Erin’s MOPS group leaped into action**. Sonrise MOPS moms in Albany, NY provided a fresh meal on the porch every night for Erin’s family. The group also began organizing **MOPS Mania 4 Maddie** fundraiser to help defray medical costs.

Coordinators Becky and Michelle had many opportunities to share about **Jesus’ love** when neighbors asked, “Why would your church do something like this if she doesn’t even go to your church?”

Tragically, Maddie didn’t live to see the fundraiser take place, but her legacy lives on. In the wake of a tragedy no mother should have to endure, **Erin shares the hope in Jesus she’s found because of MOPS**. In response to such overwhelming generosity, Erin and her family have created a charitable foundation to help more families.

Mothering can be hard, in every-day challenges as well as life-altering tragedies. **But MOPS groups around the world are here to support every mom.**



The Musto Family: Mimi, Matt, Lucy, Maddie and Erin Musto.

# Creating Mom Community

MOPS groups around the world provide practical help, spiritual hope, encouragement and deep relationships for mothers of young children. In the context of authentic community, moms experience Christ's love and acceptance.

MOPS International also connects moms online. Through **MOPS.org**, **social media** and our **blog**, moms share tips and encourage one another. We also bring encouragement to a mom's inbox through weekly **Mom-E-Mails**.

This year, each mom received our award-winning **MomSense magazine**, among other membership benefits.

MOPS  
International  
Membership  
Benefits,  
2011-2012



## MOPS in Action...

MOPS International offered **Innovation Grants** to MOPS leaders, mobilizing groups at the grass-roots level to test new ways to reach moms.

- **Reaching Out to Deaf Moms** ... A MOPS group in McKinney, TX was able to hire two deaf interpreters to serve ten hearing impaired moms.
- **Reaching "Thrifty" Moms** ... A MOPS group in Orange, VA partnered with a local second-hand store, putting "MOPS tags" that included MOPS meeting times on children's clothing. The group gained five new members and renewed passion to reach moms!
- **Reaching Moms Together** ... Four MOPS groups in Evergreen, CO worked together to organize an Easter Egg hunt that reached 120 kids and 25 new moms!
- **Reaching Moms in Crisis** ... Twenty MOPS moms in Carthage, MO focused on reaching moms at a local crisis pregnancy center with a Parent's Night Out.

### MOPS ONLINE, 2011-2012



Facebook  
36,153 Likes

36% growth  
in one year



Twitter  
4,230 followers

95% growth  
in one year

# From MOPS Mom to Mayor

## ... Lorrie's MOPS Journey



Lorrie Worthey and her Woodland Park MOPS group

The first time I walked into MOPS, I cried tears of joy. The women were facing the same challenges I was, and Woodland Park MOPS welcomed me with open arms.

**MOPS was so good for me.** It filled my need for friendship and community; **it encouraged me as a mom.**

In the years following, **our group grew to 70 moms**, my influence expanded from building a team of Discussion Leaders to coordinating an entire leadership team.

**Eventually, I served as a Field Leader, overseeing MOPS groups throughout Colorado.**

Each time God called me into a new area of leadership, he gave me an opportunity to use my gifts. **Every step of the way, MOPS encouraged and equipped me.** From leadership resources to events, MOPS gave me the tools I needed to become a leader!

Lorrie Worthey and husband, Marshall





Lorrie Worthey and husband Marshall with their three biological children and two adopted children, Naomi and Jacob

**MOPS also stretched me as a mother.** It was at a MOPS Convention that I first met an amazing ministry partner and **God placed in my heart a call to adoption.** As a family we prayed, waited and raised funds to adopt Naomi, 8, and Jacob, 13.

**After five years of service as a Field Leader, I sensed God nudging me to the next place.** It was a difficult transition because I loved ministering to and training MOPS leaders.

One evening, my husband Marshall came home weary from our town meeting. Our mayor's term was about to expire and we needed a fresh perspective.

**I decided to run in the 2011 Green Mountain Falls mayoral race,** despite my lack of political experience. It was a daunting task, but **I learned at MOPS that I can do whatever God has called me to do!**

As I campaigned and blogged about my vision for the community, **I shared about my MOPS leadership experiences.** In November 2011, **God blessed me with the privilege to serve as the first Christian mayor in Green Mountain Falls!** I'm so thankful for how MOPS gave me a community of women to encourage and support me, show me my strengths and abilities and grew me as a mom and a leader. MOPS really does make better moms who make a better world!

Blessed by MOPS,

*Lorrie*

Lorrie Worthey

# Every Leader Needs a Chance to Grow

MOPS International equips and encourages each MOPS leader with a variety of resources:

- **Connections** magazine
- **MOPSGuide.org**, the online resource and community for MOPS leaders
- **Field and Service team support**
- **Leaders Library DVD set**, filled with group and leadership curriculum
- **MOPS Marketing Kit**, complete with the tools needed to grow a MOPS group
- **Leaders Online emails**, which include spiritual truth and practical leadership tailored to women of influence.

Field Leaders are a team of women who coach, train and encourage local MOPS leaders. This group of dedicated professional volunteers is a link between MOPS International and the local MOPS leader.



## THE FIELD IN NUMBERS

**242**  
MOPS  
Field Leaders

**42,965** hours  
volunteered,  
valued at  
approximately  
**\$788,000**

**198**  
face-to-face  
Community  
Events

## MOPS Grows More Leaders to Reach More Moms



MOPS is training leaders in new ways this year, aiming to make training less expensive and more accessible to our 30,000 local volunteer leaders. Beginning this year, MOPS offered a monthly webinar series for both new and seasoned leaders. Topics this year included:

- Normalizing Fear – Embracing Leadership’s Wins and Losses
- Balance and Boundaries – A Sensible Leader
- Recruiting Leaders – Leaving a Legacy
- Building an Invested Team – A Bold Leader

### MOPS LEADERSHIP TRAINING: LOCAL, REGIONAL, NATIONAL

- **2,890** leaders trained at Leadership Summit
- **2,229** women attended MOPS Convention in Nashville, TN
- **2,200** MOPS leaders touched by online webinars
- **2,400** MOPS leaders attended local Community Events

# Every Church Needs a MOPS Group

In the year to come, MOPS is even more focused on reaching every mom, leader and church. You can help in six ways through your giving.

- 1 ■ **Mom Scholarships** ... MOPS International will provide scholarships to teen moms and moms in need.
- 2 ■ **Church Scholarships** ... Churches may feel the financial challenge of maintaining a healthy MOPS group, and MOPS is there to help.
- 3 ■ **Reach Every Mom Campaign** ... Each MOPS group will receive a special **Marketing Kit** so every mom is within reach of a MOPS group.
- 4 ■ **Church Engagement** ... MOPS International will reach out to pastors, church leaders and church planters to help them explore how **a MOPS group can be a tool to reach their communities for Jesus.**
- 5 ■ **Tech Support for Leaders** ... MOPS International will **redevelop Group Management Tools** to help leaders spend more time caring for moms and less time on administrative tasks.
- 6 ■ **Website Redesign** ... MOPS International will **update their website with a new design and purpose**, making it easier for moms, churches, donors and other stakeholders to engage on a deeper level.

## MOPS and You

God is working through MOPS to reach every mom, leader and church. Is God calling you to invest your time, talent and treasure to reach young moms and families through MOPS?

Please join us in touching the next generation of families for Jesus by:

- Telling a new mom or church about MOPS
- Praying
- Starting or leading a group
- Mentoring within a local group
- Giving financially to MOPS

**To learn more about investing in MOPS,  
call 888.910.MOPS or [MOPS.org/Giving](http://MOPS.org/Giving)**

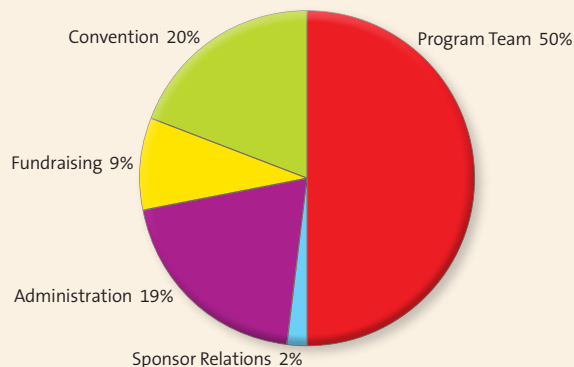
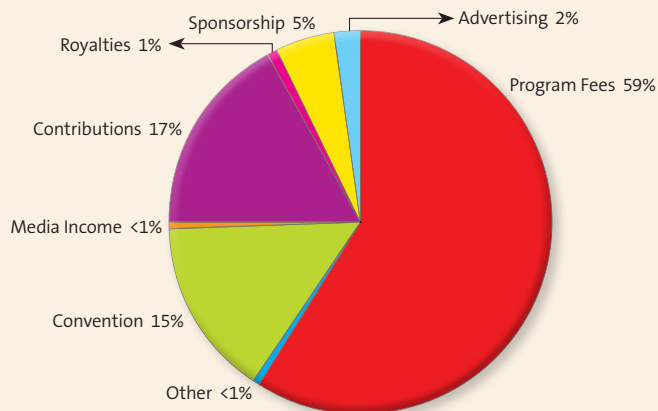
# Responsible Stewardship 2011-2012 Financials

MOPS International is a 501(c)3 nonprofit ministry which is grateful for the generous support of donors and foundations. Contributions to MOPS International are tax deductible to the extent allowed by IRS guidelines. Financial records are audited annually by Capin Crouse.

## Support & Revenue:

Program Fees.....	\$2,716,058
Convention.....	\$687,108
Contributions.....	\$781,745
Sponsorship.....	\$230,359
Advertising.....	\$97,294
Royalties — product.....	\$56,087
Media Income.....	\$21,893
Other.....	\$15,622

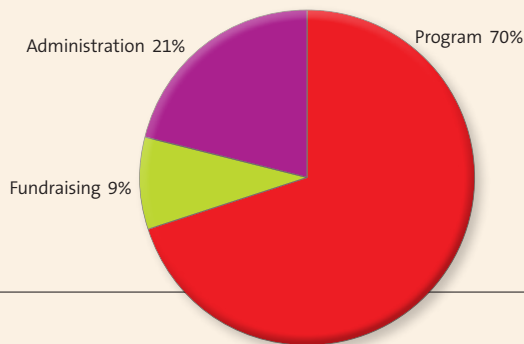
**Total Revenue: \$4,606,166**



## Expenses:

Fundraising.....	\$417,184
Convention.....	\$905,561
Program Team.....	\$2,280,896
Sponsor Relations.....	\$94,660
Administration.....	\$851,453

**Total Expenses: \$4,549,754**



## Functional Expenses:

Program.....	\$3,186,457
Fundraising.....	\$417,184
Administration.....	\$946,113

**Total Functional Expenses: \$4,549,754**

The 2011-2012 ministry year reflects 70% of revenue allocated to program expenses, which includes expense anomalies of Convention room attrition fees and expenses related to the Executive Search. When these one-time functional expenses are excluded, the program ratio improves to 75.3%. The 2012-13 budget projects a 75% program allocation of revenue.

\*Fiscal Year: July 1, 2011 – June 30, 2012.  
Financial information verified through an independent audit.

# Because Every Family Needs Jesus



Dear Friend:

On behalf of the MOPS International Board of Directors, thank you for your commitment to the ministry this past year. Your giving communicates that you embrace our ministry — that to impact the future, we need only think “mothers.” Borrowing from our 2011-12 theme verse, we are grateful you’ve not been “shy with His gifts, but bold and loving and sensible...” and generous!

This has been an amazing 12 months for MOPS International. The Board’s top priority was finding the right leader for MOPS, and God brought her to us in the person of Sherry Surratt. Her message that **“every mom needs a friend, every leader needs a chance to grow, every church needs a MOPS group ... because every family needs Jesus”** is already transforming the way we plan, program and prioritize. Thank you for upholding the search process and organization with your prayers. We felt you with us.

As the stories included in this report illustrate, God is doing great things through MOPS. Over and over again, we hear how a MOPS group has been the doorway by which whole families find their way to faith and into the life of a local church. **We celebrate that 3,211 moms began a relationship with Jesus Christ this past year through MOPS.** Although the organization’s name begins with the word “mothers,” that’s far from the end of our reach. The ministry of a MOPS group spills over to dads, kids, churches and entire communities. With your gifts, you are part of this.

As we look ahead to another year of kingdom service, I hope we can again count on your support, your prayers and your words of encouragement. We can’t do our work without you.

Blessings,

A handwritten signature in black ink that reads "Rebekah Basinger". The signature is written in a cursive, flowing style.

Rebekah Burch Basinger  
Chair, MOPS International Board of Directors



Mothers of Preschoolers

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