



## ANNUAL REPORT 2022

April 2021 - March 2022

*Because She Cannot Wait to Know Jesus...  
We Cannot Wait to Share Him.*

"He said to His disciples, 'The harvest is great, but the workers are few. So pray to the Lord who is in charge of the harvest; Ask Him to send more workers into His fields.'

Matthew 9:37-38 (NLT)

# *A Letter from Our Heart to Yours*

Jesus changes everything.

Do you believe that? I do. And I want to thank you!

With so many meaningful causes to support, it can be hard to discern where to partner. And when we read statistics that Christianity is declining fast in our nation<sup>1</sup>, we ask: "What can I do?" You are doing it. You are raising women to share the Gospel primarily with other women.

God has put women on the front lines. Pew Research has looked at faith trends and found that women are the #1 influencers on the #1 group of new believers. So our strategy is simple: Raise women workers for the harvest.

*At Stonecroft, we believe no woman should miss out on knowing God loves her simply because her believing friends feel unsure about sharing the Gospel.*

*Because she cannot wait to know Jesus, we pray and work to see 10X as many women in 2024 as in 2020, confidently sharing Jesus through everyday witness.*

We also know that sharing faith isn't easy. Social pressures make women feel unqualified, like it's only for evangelists. But Stonecroft helps her realize all of us have women we can love toward Jesus.

**When we pray and work together, like a hand in glove, we can see a multiplied number of women witnessing effectively, where only they can reach.**

Your partnership means so much. We know women can feel intimidated to share their faith. But, for 85 years, faithful ones like you have helped us help women do just that.

There has never been a time like this, and your Kingdom investment has never been as significant. Thank you eternally!

Because she cannot wait to know Jesus...we cannot wait to share Him,



*Dr. Naomi Cramer Overton, MBA*  
President and CEO, Stonecroft Ministries

1. [https://www.pewresearch.org/religion/2019/10/17/in-u-s-decline-of-christianity-continues-at-rapid-pace/](https://www.pewresearch.org/religion/2019/10/17/in-us-decline-of-christianity-continues-at-rapid-pace/)

# Vision

The Stonecroft vision has never been clearer. **No woman should live without knowing God loves her** simply because her believing friends feel unsure about sharing the Gospel. **Because she cannot wait to know Jesus... we cannot wait to share Him.**

Our commitment is to use the most effective ways to reach her, by seeking God to raise 10X more women sharing Jesus in daily life in 2024 than in 2020. Our goal is to be 3,999 strong by March 31, 2024.



We equip women to listen to the not-yet-believer with praying ears because she does not loudly express her pain or possible questions about God. Like us, she is targeted by an enemy who kills, steals, and destroys. But unlike us, she cannot engage in the battle with Holy-Spirit-power.

So, Stonecroft is resolute. We're on God's rescue mission to love her to Jesus. God commissioned His children—us—to seek her. And by His presence and power, we will.

## The Urgent Need Defined

Recent statistics show the Christian faith waning in the US. There is a faith vacuum, and many women are isolated.

While we've shown how central women are to the few places where Christianity is growing, we also see fewer women attending church. **As of 2018, only 31% of women attended church weekly. In less than a decade, that number dropped by 23%.<sup>2</sup>**

Barna research offers insight into this spiral by highlighting five factors that affect women's connection to church<sup>3</sup>. These show Stonecroft's unique opportunity to meet her where she is and how God positions us to address many of these problems.

Barna research found:

- *Women don't see church as the high priority it used to be.*
- *Women are busier than ever before and have less time for church.*
- *Women don't receive the emotional support and engagement they need or want from the church.*
- *Churches focus on family ministry and not faith + work issues. Most women work, and many are single, so they feel left out.*
- *Younger women have not only left the church, but many have left their faith.*

2. <https://www.barna.com/changes-behind-the-scenes/>

3. <https://www.barna.com/research/five-factors-changing-womens-relationship-with-churches/>

# Our Three-Year Strategy

Our ultimate purpose is to see a limitless number of women reconciled to God through Jesus Christ.

## Reach Her

Through using effective methods, accessible technologies, research-based content, and targeted communication, we are innovating to reach new women to share Jesus. We do this as we:

- Go to her, inviting her to events, digital and in-person groups, and connecting her with content to help her know and share Christ.
- Develop new companion materials to point new women to Stonecroft.
- Support stakeholders with resources by providing printing, storage, and fulfillment.



## Reinvigorate Her

Mobilize hundreds of Stonecroft women to flourish in effective evangelism as we:

- Create a new model to grow volunteer leaders.
- Welcome new women into communities that pray and witness.
- Scale our relational evangelism program to give women hands-on coaching.

## Rally Growth

Support Stonecroft to scale to become a Gospel-sharing movement as we:

- Cover our nation in prayer-and-witness communities.
- Innovate new programs and resources.
- Walk alongside funding partners to pray and build the future.

# Tracing God's Hand of Faithfulness

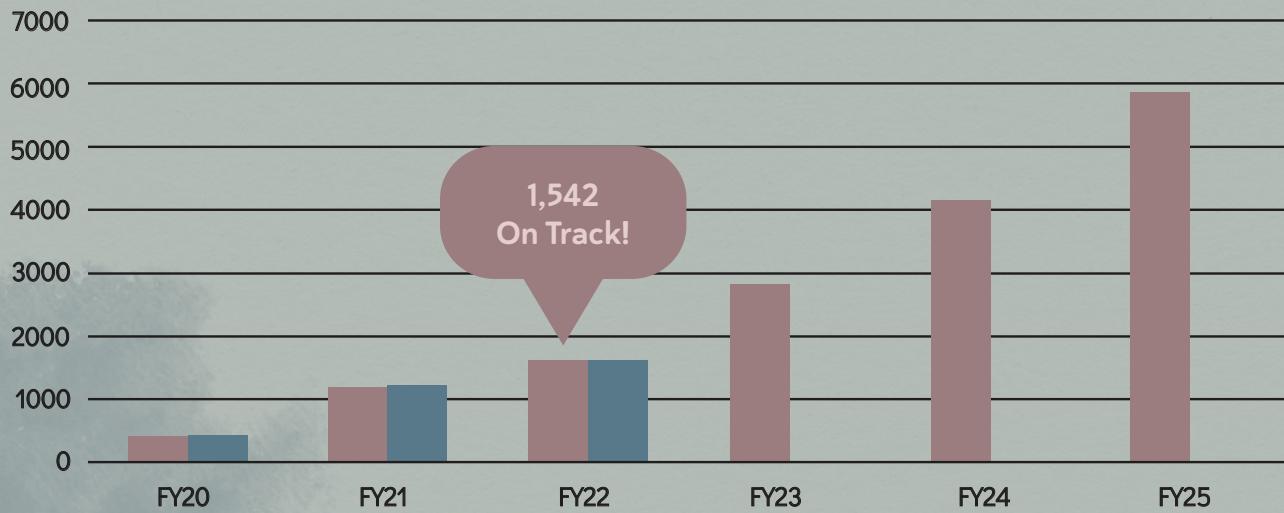
As we look back at this year, we praise God that every target was met or exceeded every quarter! As an example, in the final three months, January to March, here's what God did:

## *Our Goals*

	<i>Increase From Last Quarter</i>
Gospel Shared	109%
Women Reconciled to God	93%
Women Engaged in Evangelistic Prayer	1%
Current Women Sharing the Gospel	100%
Inspire & Encircle New Women Sharing Jesus	75%
Secure Stonecroft's Financial Future	78%

## *Women Sharing Jesus*

FY2024 Goal = 10x as many (3,999) Christian Women  
Sharing Jesus in Daily Life



## *New Sisters in Christ*

From April 2021 through March 2022, Stonecroft  
saw **1,411** new commitments to Christ!

# A Story of Transformation

On January 1, 2022, at 6:17 p.m., AJ gave her life to Jesus. She wrote, "I will not let the darkness defeat me."

Leading up to this day, one of AJ's heaven-sent mentors, Stonecroft leader Reba Crill, introduced her to Stonecroft. Miss Reba invited her to attend a Stonecroft event in December 2021; and while AJ was still holding on to the demons of her past, she was moved by the testimony of the amazing speaker.

**At the event, Miss Reba prayed with her and soon afterwards, they had lunch where Reba again prayed for her. But it wasn't yet time, God's time, for her to be saved.**

Just a few days later, on New Year's Day, AJ searched on YouTube "How to accept Jesus Christ into Your New Year." She found a preacher who said, "It's New Year's Day and there are a lot of crazy things going on around you. Listen to the sirens and be thankful they're not outside your house."

As soon as he said that three sirens sounded RIGHT OUTSIDE AJ'S HOUSE! Three sirens that AJ felt represented Father, Son, and Holy Spirit. She broke down into tears because she realized God was right there with her. She prayed to God because the Gospel was real, and He was listening to her.

She had battled for a long time with the question, "Is (the Gospel) real?" and she

never really knew if it was true. But this day, New Year's Day, she finally realized it IS true!

"I used to suffer from alcohol and marijuana addictions. These were really keeping me from ...Jesus. I was searching for inner peace in all the wrong places. God showed me these things wouldn't give me true inner peace but that peace comes with Him and from Him. God's faithfulness in freeing me from all my addictions has been really beautiful."

After she got saved on New Year's Day 2022, Reba and AJ started doing a Stonecroft Bible study, one-on-one. AJ is now in Miss Reba's Bible study, using Stonecroft resources, and it is wonderful.

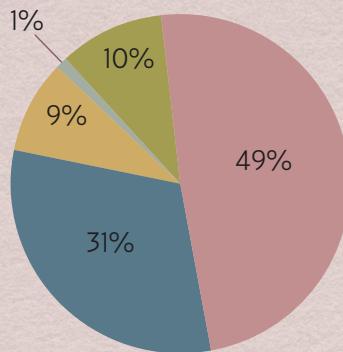


Picture of Stonecroft CEO Dr. Naomi Cramer Overton and AJ

# Financials

(Fiscal Year = April 1, 2021-March 31, 2022)

Stonecroft celebrates that 82% of each dollar goes to our urgent mission.



**Stonecroft Income:**

**\$4,624,387**

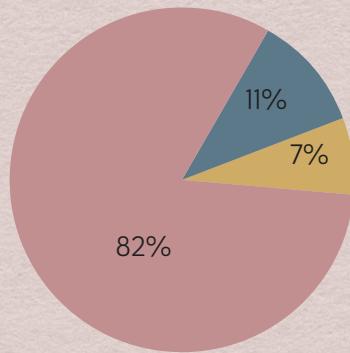
● Program Revenue: **\$2,283,821**

● Contributions: **\$1,431,652**

● Other—Includes Forgiveness of PPP  
Loan and Employee Retention Credit: **\$455,805**

● Investment Income: **\$434,202**

● Resource Revenue: **\$18,907**



**Stonecroft Expenses:**

**\$4,055,404**

● Programs: **\$3,334,567**

● Supporting Services: **\$426,770**

● Fundraising: **\$294,067**

Member since 2001





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