



by  
design  
ministries

ANNUAL  
REPORT

2022-2023

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RESILIENCE

# LIFE CHANGE REPORT 2022-2023

Dear Partners in Ministry,

Almost any definition of leadership is likely to include thoughts of competent perseverance. We labor together to become well equipped with the “tools” for ministry, and we walk together along the way encouraging one another to persevere. So, is there something in ministry that hinders you or might stop you? Do the women in your church not participate in your events? Are you suffering from burnout or a lack of enthusiasm? Do you have adequate support from your ministerial staff? Do you not have help and have a sense that you are serving alone? Are you frustrated with low budgets and childcare issues? You know the list and can add to it, I’m sure. Our ministry focuses on coming alongside you to provide training and support with practical resources in ministry. We want you to delight in what God is doing in you and in your ministry.

This year we faced the question of whether we ought to cancel a crucial event, our annual leadership retreat. Sudden water damage at our planned venue started a domino effect that was initially discouraging. You can read about this challenge in our Leadership Retreat report. Still, we pressed on and the Lord, as He always does, blessed us in surprising ways. We had more women participate in our ministry this year than in the past five years.

We partnered with two new churches in hosting our classes, and we expanded our teaching team. Additionally, through the generosity of our donors and a matching grant from the Day Foundation, our annual income is the highest it has been for many years. We continue to be grateful for everyone who faithfully supports the ministry of *by design*.

We continue to praise the Lord for encouraging our labors. The investment in the lives of women is priceless. Thank you for recognizing the importance of seeing women as a vital part of advancing God’s church and His Kingdom. I am truly thankful for our faithful supporters, board members, committed volunteers, and gifted staff for their involvement in this ministry. Their service, contributions, and prayers have made our vision a reality.

As we move forward in ministry, I encourage you to continue to press on. Consider these promises and encouragements from God:

*I can do all things through him who strengthens me (Philippians 4:13);  
I thank him who has given me strength, Christ Jesus our Lord, because  
he judged me faithful, appointing me to his service (1 Timothy 1:12).*

To Him belongs eternal praise!

Linda Moore  
President and Executive Director



We are passionate about helping women catch a vision for being used by God and effecting Christ-honoring and God-glorifying change in their family, church, and community.



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## OUR PHILOSOPHY OF MINISTRY

Our mission and passion is to develop women who are servant leaders for the equipping of God's church and the enlarging of His Kingdom.

We accomplish this through producing events and educational tools and developing relationships that encourage and equip women to grow in Christ and increase their competency to minister to others.

We believe women reaching women is a pattern for ministry blessed by God. Women, properly trained and confident of their God-given abilities, are positioned to make an eternal difference. We are committed to the discovery, development, and deployment of women and their God-given design for Kingdom service.

## CORE VALUES

Acknowledging the fundamental importance of prayer in each of these areas, we value:

**The Bible** – We believe that the Bible is inspired by God and is the pattern for all life and ministry (2 Timothy 3:16-17).

**The Church** – We affirm the importance and centrality of the local church (Acts 2:41-47).

**Identity** – We encourage women to realize that they are created in the image of God, redeemed by Jesus Christ, and gifted by the Spirit of God (Genesis 1:27; Galatians 2:26-28; Acts 2:17-18).

**Lifestyle** – We reflect God's character in our attitudes and actions (2 Corinthians 7:1; Titus 2:11-14).

**Development** – We help women to learn and grow through partnerships and mentoring relationships (1 Thessalonians 2:8).

**Diversity** – We esteem the diverse expressions of the body of Christ (Ephesians 4:11-13; 1 Corinthians 12:4-8).

**Outreach** – We are actively engaged in expanding God's Kingdom in the church and into the community and the wider world (Acts 1:8; Matthew 28:19-20).

## BOARD OF DIRECTORS

Dr. Phyllis Bennett  
Krisie Brown  
Christine Comeau  
Dr. Jean Marrapodi  
Karen Moniz  
Linda Moore  
Kristi Stoughton





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## IMPACTING WOMEN'S GROWTH

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We continue to engage women looking to strengthen their ministry skills, by providing classes geared toward their personal growth and ministry development. We are passionate about helping women catch a vision for being used by God.

This year we had 158 women involved in six leadership training classes where instruction concerning individual and ministry needs was given. During the past 22 years, over 8,200 women have taken at least one of our classes. We praise the Lord for the opportunity to have impacted so many lives, communities, and churches! This year classes were held in New Hampshire and Massachusetts. We partnered with three churches that hosted our classes, two of which hosted for the first time. We added a new member to our teaching team, Emma Witmer, who presented our "Digging Deeper: Bible Training for Women" class. Emma also teaches these classes in conjunction with The Gospel Coalition around New England.

In another aspect of our ministry outreach, our *by design* YouTube channel provides opportunities for spiritual growth and training. We currently have 39 videos available for viewing on a variety of topics. If you haven't yet perused our channel, you'll find a plethora of topics and speakers that will inform and impact your life and ministry. Perhaps you might consider viewing one or more of the presentations in your study group or leadership team meetings. The topics are suitable for interactive discussions!

Lastly, ladies continue to benefit from our published classes, which are available for purchase through our *by design* website's store.



*"I just finished the first session ("Designing a Women's Ministry: Laying the Foundation") and will bring it to prayer and study while I complete the homework. Today I met with an old friend who was part of the Women's Biblical Ministries at Ste. Marie's with me ... She is searching for a new women's ministry, so I shared my ideas ... These (recordings) have helped me understand leadership and organization. I look forward to working as a team for women in Christ in my church."*

*-Charlotte, Weare, NH*

*"It was a great morning with Emma teaching us a few weeks ago. I learned so much and have been practicing what I've learned with a friend. Loved that ("Digging Deeper: Bible Training for Women") class!"*

*-Pam, North Chelmsford, MA*



## INSPIRING WOMEN'S RESILIENT FAITH

### SATISFY YOUR SWEET TOOTH; SATISFY YOUR SOUL

This event was held in March this year. As an annual event it continues to entice women to share in a “sweet” time together as they enjoy delectable desserts, delightful fellowship, and inspirational thoughts from our keynote speaker. This year’s speaker was Sharon Gamble, who shared practical and encouraging “Grace Moments.” She began with a reminder of God’s great grace toward us in Christ. Along with pertinent Scripture and personal experience, she demonstrated simple, intentional ways to invest the grace of Christ in the lives of those we love. And, not to forget, it is a ministry to invest in those who “challenge us” as well!



We enjoyed fellowship with a hundred women from 24 churches and three New England states. It was encouraging to see familiar faces and welcome about 50 newcomers to our ministry. The smiles and hugs the women gave each other were evidence of new and renewed friendships. Just to be together was definitely one of the “treats” served that evening.

We were grateful once again for Trinity Baptist Church in Nashua, NH, for hosting our event. They sacrificially worked tirelessly to provide us with everything we needed: setup, cleanup, baking, decorations, technical needs and, of course, the talented Chick Band that led us so ably into the Lord’s presence in worship.

At the conclusion of our evening, there was universal agreement that we had enjoyed sweet, soul-satisfying fellowship!

### LEADERSHIP RETREAT

After four attempts to find a venue for our annual leadership retreat, the Lord provided Immanuel Church in Chelmsford, MA, to serve as our last-minute host when our original location flooded. What an answer to prayer at the 11th hour! The staff and the Immanuel women who attended helped us immeasurably. We would have been hard pressed without their sacrificial help. They exemplified the body of Christ in action! Our usual weekend retreat was adjusted to a Saturday all-day event. Due to unforeseen exigencies and the necessity of last-minute changes, we were uncertain how many women would be able to attend. But once again, God provided, and the response exceeded our expectations! Sixty-eight women participated, representing 30 churches from five states. Thirty-six percent were new to both our retreat and our ministry. The women were teachable, enthusiastic, and expectant, producing a winning combination for a great retreat.



Ellen Garland was our energetic and popular speaker, from Epsom Bible Church in Epsom, NH. The unifying theme of her three messages was “+ONE Leadership.” You can listen to her talks on our *by design* YouTube channel. As a bonus, there is a link to her outlines, available as a PDF download. Nichole DiVietro, from Bedford Baptist Church in Bedford, NH, was our gifted worship leader. We were blessed to have both of these remarkable women participate in our retreat.

The facilitators of our breakout sessions included the well-known and popular author and speaker Carolyn Custis James, who spoke on the topic of “The Blessed Alliance” (her virtual recording is also available on our *by design* YouTube channel). Anne Freeman presented “21st Century Facilitation Techniques: Going from Teacher to Facilitator.” Other presenters included Krisie Brown (“Drawing Closer to Our Shepherd”), Karen Moniz (“I CAN Do All Things ... but SHOULD I?”), and Tori Hammond (“Let Them Lead”). Our ladies were eager to learn from these sharp and godly women.

*“An absolutely beautiful day and I’m so thankful for the time together. Lots of takeaways!”*

–Christine,  
Hampstead, NH

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Another event highlight was the multigenerational panel (Jessi Crawley, Kimberley Minch, Judi Adamyk, Rene Allen) that gave their insights and perspectives on the theme of “Unity in the Body of Christ.” Kristi Stoughton, *by design’s* associate director, moderated the discussion. It was a powerful reminder of what Christ expects of us.

Of course, the evening would not have been complete without Mary Allen leading two teams of women in a game of “Friendly Feud.” She always finds a creative way to make us laugh! A perfect conclusion to a perfect day. To God be the glory!

*“The worship was soul refreshing and the hugs amazing balm for my weary heart! Ellen’s message was truth and a good bite to chew on. There were some real challenges there! I am so blessed by the whole event.”*  
-Krisie, Ipswich, MA

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## INVOLVING WOMEN IN RESILIENT RELATIONSHIPS ACROSS GENERATIONS

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### TOGETHER GROUPS

Our Together Group ministry seeks to nurture and support women who are in positions of leadership in their local church or Christian organization. These women have opportunity to establish a network of godly leaders who can impact their individual ministries through regular meetings that focus on continued personal growth, prayer, sharing of ministry concerns, leadership development, and fellowship. Our groups include women who work in pregnancy crisis centers, in the community, in churches with a women’s ministry, in evangelistic outreach, in prayer ministry, or in newcomer ministry, as well as with the deaf. In addition, we have Christian life coaches, speakers, and published authors.

Pauline Morgan, our Together Group Coordinator, currently reports four active groups: Greater Lowell, MA; Boston South, MA; Webster, MA; and Concord, NH. These groups meet monthly except during summer.

With Covid restrictions lifted, it is easier to schedule meetings and travel. Pauline has started to visit established groups to determine their support needs. In addition, in 2022-2023 she met with interested parties in the Fitchburg, MA, and Portland, ME, areas. One of the groups will possibly focus on just pastors’ wives.

As with all ministries that center around women, one challenge is to help leaders understand that these groups are not just one more thing on their calendar. When attendance is regular, friendships are formed, and the informal mentoring needed for leaders happens in an organic manner.

Our biggest challenge is how to meet the needs of women who are juggling full-time careers, family, and being active in ministry. As many of the older





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generation who have been in ministry up through the 2000s step down or cut back in their availability, we have a new generation of women stepping forward whose life circumstances are radically different than those of the women who preceded them. We are seeking the Lord for wisdom to think outside the box in designing Together Groups 2.0. We need a vibrant approach that will attract these women ... possibly larger groups covering wider areas of a state that meet quarterly.



*"I've enjoyed my Together Group tremendously. It's given me a chance to meet other women's ministry leaders who are not in my immediate circle. The exchange of ideas has been wonderful. Even more, the camaraderie and the prayer support has been a huge blessing. Linda always has a great topic to discuss, and we all have grown to love each other as we've met together now for several years. I'm very grateful. It's low pressure, which it needs to be for busy ministry folks, and it's a delight to just 'hang out' either in person or by Zoom with like-minded ladies."*

-Sharon, Dover, NH

## WECONNECT

During this past ministry year, the WeConnect team, under the leadership of Kristi Stoughton, was finally able to meet in person for the first time since Covid. We've enjoyed our periodic Zoom meetings, but there really is nothing quite like getting together in the same room. It was the first time that some of our newer members were able to meet the others in person.

At this meeting, we discussed ways that *by design* could better communicate with millennials and Gen Z. Some of their ideas included connecting younger women with more seasoned women for the purpose of ministry training, support, and encouragement. The WeConnect team also recommended ramping up *by design's* digital presence, such as posting short videos on Facebook and Instagram.

The team also recommended developing a pamphlet that would be easy to hand out. They said that we needed a clear and concise way to communicate the heart of *by design* and the various opportunities provided by our ministry. We completed that pamphlet, and now when you attend one of our events, you'll be able to pick one up to share with a friend.

At *by design's* one-day annual Leadership ReTREAT, Kimberley and Jessi took part in a panel discussion about unity in the church. They and the other women on the panel shared great wisdom, and we received outstanding feedback about this panel discussion following the retreat.

As you know, we have resumed the Mentoring Events, which we hold throughout New England. At one recent event, Jessi was a featured speaker. She is a dynamic teacher and shared some valuable insights. We're excited to have her speak at future events. If you're interested in attending or hosting a Mentoring Event at your church or organization, please contact us at [info@bydesignministry.org](mailto:info@bydesignministry.org). We'd love to help you reach the young women in your life.

As always, please keep us in your prayers as we continue to do Kingdom work with the next generations. Your prayers and support mean so much to us.



*"Our women enjoyed the mentoring presentation. As the discussion went on, we realized that organic, friendship, relational mentoring has been going on in the Tuesday Bible study in Ruth; that concept of mentoring has been one of the topics of our discussion and encouragement to be aware of our women and their needs and step alongside them. I pray it challenges the women more and lessens the pressure of formal mentoring programs ... Jessi and Kristi did a great job." -Valerie, Tewksbury, MA*

# CELEBRATING GOD'S GUIDANCE AND PROVISION

Echoing the apostle Paul's words to the churches, we never tire of saying "thank you" for your participation in the ministry. The Lord continues to bless us through the investments of your prayers and financial gifts to this work, and we in turn are able to continue encouraging and equipping more women.

## SIGNIFICANT STATS

- 434 women representing over **150 churches** were actively involved in *by design* this year.
- **34%** of those participating were new to our ministry.
- The women involved in our ministry represented **21 different states**.
- A total of **153 women** participated in six of our leadership classes, putting our overall total for participation at **8,262**.

## YOU CAN HELP

- You can provide **matching fund donations and additional scholarships** so more women can be discipled, equipped, and encouraged at our events.
- You can **promote** this ministry to women in your church.
- You can **pray** for our director, staff members, board, and volunteers.
- You can **present** this ministry to your church's Mission Board and ask them to support this ministry in their annual budget.

## GOALS FOR NEXT YEAR

- To produce **3-5 in-person classes** on topics related to personal growth and ministry.
- To plan at least **2 in-person special events**.
- To **raise an additional \$5,000** in support for our current and new staff members.
- To **continue to develop the WeConnect leadership team** to facilitate the growth of the WeConnect ministry to millennial and Generation Z women.

## FINANCIAL REPORT

### Income

- |                                     |             |
|-------------------------------------|-------------|
| • Individual and Church Donations   | \$33,943.18 |
| • Grants Received                   | \$5,764.00  |
| • Conference and Event Registration | \$5,198.95  |
| • Other Income                      | \$2,887.89  |

**Total Support and Other Income**      **\$47,794.02**

### Expenditures

- |                                  |             |
|----------------------------------|-------------|
| • Salaries                       | \$24,500.04 |
| • Legal & Professional Expenses  | \$3,115.00  |
| • Administrative/Office Expenses | \$5,622.53  |
| • Conference Expenses            | \$4,391.85  |
| • Other Expenses                 | \$7,336.02  |

**Total Expenditures**      **\$44,965.44**

Net Income      \$2,828.58

*We believe all women are uniquely designed to contribute significantly to reaching our world for Christ. This ministry is committed to assisting women in the discovery, development, and deployment of their God-given design for their lives.*

*"Thank you for your wonderful support of my ministry for so many years. I love by design ministries and will participate with you virtually as you present those opportunities. You are bringing the hope, love, and truth of God's Word to women in New England in a powerful way. May God richly bless you and this ministry in all you do."*

-Jane, Athens, GA

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