

by
design
ministries
Training Women to Serve
and Influence Others for Christ

2020-2021 ANNUAL REPORT

Endeavor



Life Change Report

2020-2021

FROM THE DIRECTOR

Dear Partners in Ministry,

My DNA suggests that I'm a planner by nature. I am one who likes to know what's waiting down the road, yet periodically I'll turn off the GPS and meander along unexplored roads. Inevitably, I encounter something unexpected.

Sometimes I'm surprised by joy; occasionally I find myself on a dead-end street. Veering off my customary route, while not at the top of my bucket list, is generally a satisfactory experience. But there are those individuals for whom there is no established route. They are comfortable routinely charting a new course.

The experienced sailor, cartographer and explorer Captain James Cook, along with his intrepid crew on the HMS Endeavour, charted previously unexplored territories. What an apt name for his ship. Endeavor: an "earnest and industrious effort, especially when sustained over a period of time." What was true for the crew of the Endeavour is, at heart, true for *by design ministries*. We too have charted a new course this past year. We did not abandon ship when we were no longer able to hold in-person events; rather, we prayerfully set a new course to accomplish our mission. Using the technology available to us, we set up distance mentoring, classes and workshops that, by God's grace,

expanded our ministry outreach. Godly and wise women led Zoom meetings, recorded virtual presentations and participated in interactive, live online interviews. We covered a host of pertinent topics and enjoyed an even broader scope in ministry. You might say the wind of the Lord's Spirit was in our sails.

This year 40% of the women who participated in our ministry were new to *by design*. Generally, the women we serve represent women in leadership who minister to other women. This year many more women participated who were not necessarily involved in ministry. It was a delight to touch the lives of these spiritually hungry women who desire to invest their lives for the cause of Christ.

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.

We certainly have encountered some unexpected rough seas this year. Our voyage has indeed taken us to some exciting places, and we have found the Lord to be ever faithful to meet every challenge. As a new ministry year dawns, we are praying for fair winds and following seas as we sail the course set before us. Our Pilot is faithful: He who calls you is faithful; he will surely do it (1 Thessalonians 5:24).

Soli Deo Gloria,
Linda Moore,
President and Executive Director

by design Board of Directors

Dr. Phyllis Bennett	Linda Moore
Krisie Brown	Pauline Morgan
Dr. Jean Marrapodi	Kristi Stoughton
Karen Moniz	

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 events and educational tools, and by developing relationships that encourage and equip women to grow in Christ and increase their competency to minister to others.

We believe that 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.

by design Staff Members

Linda Moore: President and Executive Director
Kristi Stoughton: Associate Director,
WeConnect Director,
Media and Website Developer
Heather North: Administrative Assistant
Pauline Morgan: Financial Secretary
Christine Comeau: Bookkeeper
Kevin Cunningham: Graphic Design
Margo Grant: Editor

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



Endeavoring to Encourage Women's Growth

Because of the pandemic, this year presented a few challenges. We wanted to continue to engage women in a meaningful way. Thus, we offered opportunities for women to enrich their spiritual growth, and we provided ongoing support for their ministries.

We had virtual presentations of two of our leadership training classes (Sharing Life Through Mentoring and Target Practice: Healthy Conflict Resolution). The desire for affirmation and nurturing was an obvious need; consequently, we focused on themes that dealt with the personal, emotional and family needs commonly experienced by women during the COVID- 19 pandemic. Following the example of David's mighty men from the tribe of Issachar, who "understood the times and knew what Israel should do" (1 Chronicles 12:32), we enlisted the help of knowledgeable and godly women to present such timely topics as "Cultivating a Grateful Heart," "The Confidence of Peace Through the Power of Prayer," "From Fearful to Fearless" and "The Upside of Anxiety," to name just a few.



Another upside of these recorded sessions is having these presentations featured on *by design's* YouTube channel. This year, over 1,000 women have viewed the 13 presentation recordings we have listed there. Technology has given us the opportunity of going way beyond what we could have replicated in person! I hope you will take advantage of this opportunity as well. You might consider having those in your study group or leadership team view a particular recording and then discuss it at your in-person meeting!

"What an encouraging prayer session with Sue Kelso. I feel I always need to be reminded to STOP being busy and short in my quiet time. But, in prayer, be reminded of JOY, to seek out how God's working, and fix my eyes on Him! To be intentional in my relationship with my Lord."

Erica Philips,
Chelmsford, MA

"This has been so awesome!! I am giving a talk at my church today and am scared to death, so you two ladies [Gail MacDonald and Cynthia Fantasia] helped me so much. I will do it afraid!!"

Deborah Bishop,
Thompson Station, TN

"Thank you for this video. I took notes and was blessed by all the women, especially the insights of our speaker, Rhonda Bennett. I'm glad to have it in this form, so I can go back to it from time to time."

Kathy Doreau,
Burlington, MA



Unwavering Determination to Reaching All Generations

WeConnect Report

Although in-person events have been on hiatus, the WeConnect Leadership Team has still been hard at work throughout 2020 and the first half of 2021.

We have been communicating via Facebook Messenger and meeting on Zoom since meeting in person was not possible. One of the great benefits of this new system is that Kimberley Minch, who had moved to Montana, has been able to stay active as a valued member of the team. We're grateful for this silver lining!

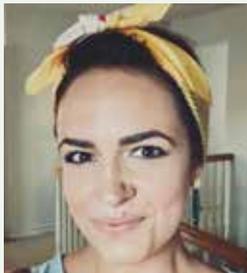


We are also delighted to announce that we've added to our number:

Michelle Cox of Amherst, NH, has joined the WeConnect Leadership Team. She says, "I'm looking forward to serving Christ and connecting with you all! Happy to be a part of the team." We're very happy about that, too!



Two members of the WeConnect team were instrumental in making the annual Leadership ReTREAT – this time held virtually on Zoom – a great success. Sarah Beliveau (right) facilitated the worship times and



Jessi Crawley (left) co-hosted one of the sessions. Jessi is also contributing to *by design's* Instagram account each week.

Now that restrictions are loosening, plans are in the works for the first post-pandemic in-person WeConnect team meeting. We'll be reconnecting and making plans for *by design's* big spring 2022 event. We'll also be discussing next steps for WeConnect. We're excited to see where God is leading us next.

We're also excited to start up the mentoring events again. These events are the lifeblood of WeConnect, helping to forge connections between the generations for the sake of furthering the gospel and facilitating growth in Christ. Statistics show that those who are mentored in the faith tend to retain their faith, so we know that mentoring is important. And we know that many women hunger to be mentored. So what's the holdup? In many cases, people don't know where to start. That's where *by design* comes in. We offer free mentoring events to give you encouragement and direction. Please contact us if you're interested in learning more!

If you'd like to stay up on all the latest with WeConnect, please sign up on the *by design* website, and we'll keep you in the loop.

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.

Kristi, for WeConnect



Unwavering Support for

Together Group Ministry

This small group ministry seeks to nurture and support women who are in positions of leadership in their local church or Christian organization. Women have the opportunity to establish a network of godly leaders who significantly impact their individual ministries through regular meetings that focus on continued personal growth, prayer, sharing ministry concerns, leadership development, fellowship and networking.

We currently have three active and thriving Together Groups with 34 women leaders who hail from four states, including Florida and Tennessee! This seminal group has women representing 24 churches and ministries. The cross-section of these groups includes ministry leaders, pastors' wives, church staff, Bible study leaders, leaders of children's and youth ministries, speakers and bloggers, a ministry treasurer, a deaf ministry leader, a missions board member, and nonprofit directors. Not unsurprisingly, many women serve in multiple arenas.

As we began our ministry year last July, the pandemic interfered with our in-person meetings. Together Groups became an even more important anchor for much-needed community and fellowship in the months that followed. A group that once met quarterly began meeting monthly via Zoom. Praying for our fellow sisters in Christ took on even more importance during a difficult year both personally and within individual ministries. These online meetings have been a means of blessing and strengthening the body of Christ, and we continue to encourage others to join us. As of this writing, some groups are now meeting in person (3 John 14).

One of the challenges that the Together Group ministry faces is helping women understand that these Together Groups are not just another "appointment" on their calendars. These meetings provide opportunities for spiritual rest and refreshment. It is an extension of their ministry and a source of encouragement from women who "get it" because they too are involved in ministry! Interested? More information is available on our website.

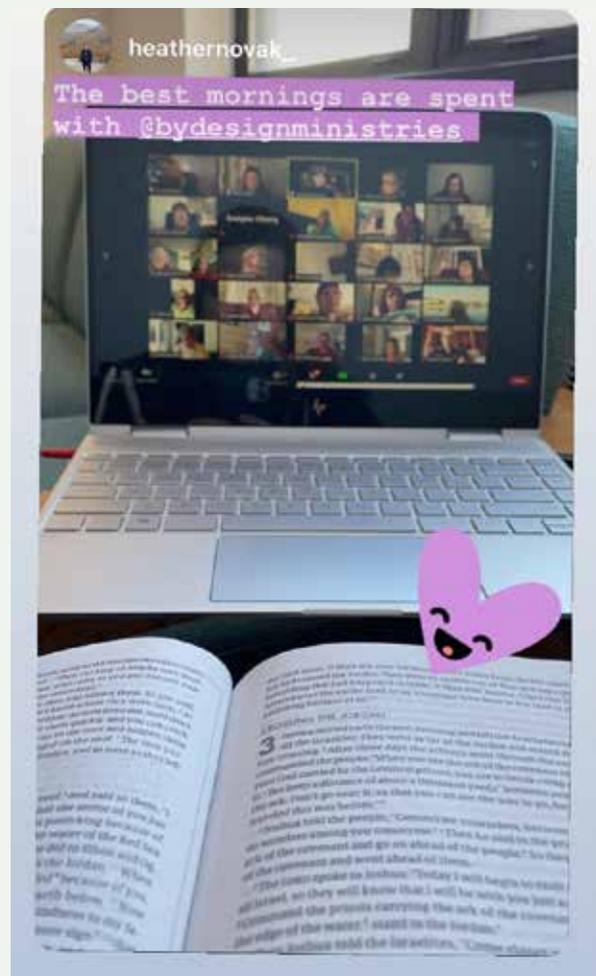
"Thank you for all you do for women in ministry. Much appreciated. I might have bailed a long time ago without the support of by design and our Together Group. He is using you in a mighty way!"

*Diane Sturgis,
South Coast Together Group participant*

2021 Retreat Recap

Our most challenging undertaking this past year was our annual retreat. Because of the pandemic, we could not hold an in-person weekend event. We did not want to abandon ship and forgo meeting together; thus, our only option was to organize a virtual retreat.

Continuing with the nautical motif, we were all in the same boat with regard to social distancing. We decided to open our retreat for any woman to attend, not just women who were actively serving in their churches. After considerable research by our board and with the help of some very tech-savvy members, we undertook this titanic task.



our Sisters in Christ

The Lord knew we needed this.

With all hands on deck, we embarked on our retreat weekend. Each board member as well as our WeConnect gals played a vital role. Karen Moniz, Mary Allen and Jessi Crawley joined me as co-hosts for our three sessions. Sarah Beliveau led us into our worship time with our worship leader, Carrie Marshall. Jean Marrapodi, Kristi Stoughton and Krisie Brown worked behind the scenes to make sure everything ran smoothly technically. Pauline Morgan was one of 22 women who helped facilitate multiple subgroups in our three breakout sessions.

Finally, Dr. Phyllis Bennett was our keynote speaker, with the theme “Tainted Past – Radiant Future.” She did a superb job of providing in-depth teaching on the lives of the six women associated with the Lord’s genealogy.

Our team spent considerable time asking the Lord for wisdom, direction and blessing, and He provided abundantly! We had 116 women participate from 47 churches and 14 states across four time zones! Forty-eight percent of those who participated were new to our ministry.



Here are a few comments from our attendees:

“I felt renewed hope that God is in control and He makes even our worst mistakes redeemable when we put it in His hands.”

Jane Rattray,
Leominster, MA

“You orchestrated a perfect weekend. I loved the speaker, the surprise guests, my goody bag, the Zoom rooms and the devotional time before the retreat. The time was rich. Phyllis is a marvelous speaker; I couldn’t keep up with all of her nuggets. I’m glad to have the completed outline.”

Pam Lyons,
Scottsdale, AZ

“I sense God reaching out to me and saying that the parts of my life that are hard can become a great part of His story.”

Heather Novak,
Boston, MA

One woman summarized the feelings of many when she said, “The Lord knew we needed this.” We thank Him for His abundant provision at every point!

Linda Moore

Celebrating God's Guidance and Provision

Like the apostle Paul, we never tire of saying "thank you" for your partnership 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...

- **398 women** representing **150 churches** were actively involved in *by design* this year.
- **40%** of those participating were new to our ministry.
- The women involved in our ministry represented **25 different states and four countries**, including Canada, the Dominican Republic, Singapore and Tanzania.
- A total of **105 women** participated in two of our leadership classes, putting our overall total for participation to **8,069**.

You Can Help...

- You can **provide donations and additional scholarships** so more women can be equipped and encouraged at our events.
- You can **promote** this ministry to women in your church.
- You can **pray** for our director, staff members, 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 virtual presentations** on topics related to personal growth and ministry.
- As future conditions permit, to plan at least **two in-person special events**.
- To **raise an additional \$13,000 in support**.
- To continue to **develop the WeConnect Leadership Team** to facilitate the growth of the WeConnect ministry to millennial and Generation Z women.

Financial Report

Fiscal Year ending June 30, 2021

Income	
Individual and Church Donations	\$ 32,620.44
Conference and Event Registrations	\$5,275.00
Other Income	\$ 36.17
Total Support and Other Income	\$ 37,931.61
Expenditures	
Salaries	\$ 23,695.04
Professional Expenses	\$ 2,440.00
Administrative/Office Expenses	\$ 3,448.89
Conference Expenses	\$ 799.70
Other Expenses	\$ 3,948.18
Total Expenditures	\$ 34,331.81
Net Income/Loss	\$ 3,599.80

2021 Tech Update

- We have hired a new administrative assistant, Heather North, who will be working closely with Kristi Stoughton. Welcome, Heather!
- We have expanded our YouTube channel significantly this past year, adding 16 presentations for a total of 23 recordings and over 1,400 views.
- We have increased our online store offerings to include ministry resources and other items, such as music CDs and handmade jewelry. We're offering these giftable items so that when you buy a gift from our site, you can feel good that your purchase is going toward Kingdom work. Visit www.bydesignministry.org/shop/

Cover Photo Credit:

"HM Bark Endeavour replica in Cooktown" John Hill
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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.

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