



"SOMETIMES IN THE MORNING I GET A BIG MUG OF COFFEE AND WATCH HOPE VENTURE VIDEOS... WOW!! YOU GUYS ARE DOING AMAZING, WONDERFUL STUFF!!"

-BRYON // DONOR

## Letter from the Director

Thank you for another amazing year with The Hope Venture. As I reflect back I'm in awe, yet again, at God's faithfulness to us. He is choosing to use us to love the most disadvantaged people in the world, which of course is our desire, but to see it happening is quite another thing.

It's not easy. I watch all the hard work that keeps this machine moving.

I see our partners stepping into new needs and going deeper with the old needs.

I see our staff and interns here growing in their walks with God, trusting Him more, resting in His love more, and then tackling more and more work with innovation, determination, and yet peace and kindness.

03

I see donors, new and old, jumping into this wild ride with joy and leaps of faith.

This is a generous and loving adventure that God didn't have to do, and yet He does. So thank you! Be encouraged! For yet another year, we've grown and gotten better. We continue to fall on our knees before our Beloved Father, and to the best of our ability we've represented His care and compassion for the orphan, the poor and needy, the blind, the sick, the hurting.

Well done, friends. Well done.



**CYNCI PETERSEN** Executive Director

# The Hope Venture 2022 ANNUAL REPORT



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## Financials

100% MODEL	
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## What's Next

THANK YOU







# <text>

TO THE MOST DISADVANTAGED PEOPLE IN THE WORLD.

HOPE





## PEOPLE IMPACTED OVERSEAS

20,460+

## TOTAL AMOUNT RAISED

\$1,312,677

## TOTAL DONORS

1,570







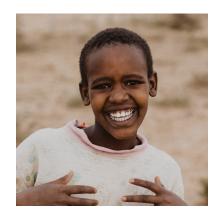




























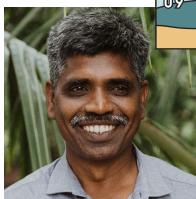
















# Where We Work

OUR PROJECTS AROUND THE WORLD



#### BENIN

Total Projects: 1 Total People Impacted: 50 Total Given: \$0.00

#### KENYA

Total Projects: 9 Total People Impacted: 9,939 Total Given: \$324,707.47

#### UGANDA

Total Projects: 4 Total People Impacted: 1,569 Total Given: \$13,448.00

#### RWANDA

Total Projects: 1 Total People Impacted: 6 Total Given: \$0.00

#### BANGLADESH

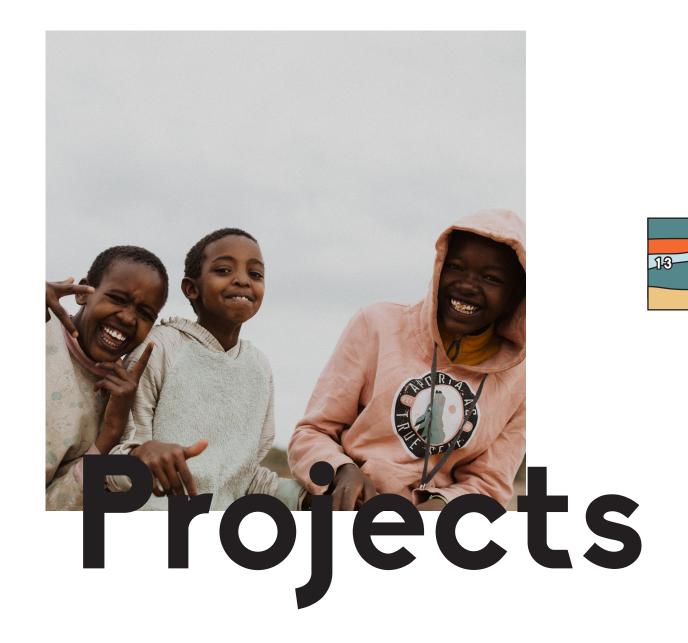
Total Projects: 1 Total People Impacted: 200 Total Given: \$0.00

INDIA Total Projects: 12 Total People Impacted: 10,572 Total Given: \$288,186.90

**THANK YOU SO MUCH** FOR BEING A TOOL FOR TRANSFORMATION OF MANY LIVES IN MATHARE (KENYA) AND MANY OTHER PARTS OF THE WORLD. YOU HAVE BROUGHT JOY AND HOPE TO MANY FAMILIES, THUS, COMMUNITIES AT LARGE. MAY OUR GOOD LORD BLESS AND UPLIFT YOU IN MANY WAYS. THANK YOU!"

-FANUEL // PARTNER







## Letter from our Project Manager

The word that comes to mind for this past year is progress. In 2022 the Projects Lane worked towards getting project plans for all projects receiving funding. With the amazing help of our partners, who provided vital input, we now have that accomplished. This gives us shared knowledge on what we hope to accomplish and how success will be defined and prayerfully achieved. It is exciting to have come together with our dear partners and have a defined and unified vision for our work together. We look forward to seeing the impact of this for years to come.

In a wider sense, progress is being made towards eliminating extreme poverty, but it is a slow trek forward. The World Bank believes that in 2021 extreme poverty started to decline after the spike in 2020 and that it was likely to have also decreased in 2022 but at a slow rate. We are grateful that extreme poverty is starting to decrease again after the spike due to the impact of COVID-19. Nevertheless, the need remains great, and we want to hear of more lives being changed. We hope you continue to join alongside us and our partners to impact more lives like Thulasi who gets food at a feeding center in India.

Thank you!



**JAMES PEREGRINE** Project Manager





# A LEGACY THAT INSPIRES

It was raining when we arrived. We wound through a few roads where there were some simple cement homes, nothing fancy. We got out and walked down an alley. Our partner took a right, and I wasn't sure exactly where since much of it looked the same. I got about to where he had been and looked into a small door frame of a home inquisitively, as if to say, is this where my friend just went? A woman giggled at me and motioned to the next house. I went there but had the same hesitation, is this the one? And up the steps someone motioned me forward excitedly. Yes! This way! Come. Come.

Up the steps and around the corner opened to a small room where some food was cooking. Past that was another room with lots of children... boys sitting on the floor on one side and girls on the other and a tutor behind them all. They stood and cheered. "Welcome ma'am." "Hello." "Welcome." "Sit." "Sit."

They were excited to see us. They had a presentation prepared for us and wanted to get right to it. A handful of us had just arrived, some for the first time to India, and all of a sudden children were quickly saying all the things they had prepared.

"Hello, I am Thulasi. Welcome to Kurumbar Padi. I have two brothers and one sister." Or did she say one brother and one sister? And did she say something else in between there? Some people were still sitting down. Our eyes and ears and hearts were still adjusting



to the setting we were in. "And what is your dream?" someone asked. "To be an artist. I want to be an artist like my father."

The next one started. Then the next. And we got to the boys. And they said theirs. And then one boy stood up and added, "I like to draw. I would like to be an artist."

Someone pointed back to the first girl, Thulasi. Yes, they are brother and sister. They





drew these pictures on the wall. Wow, those are beautiful.

The program went on. Each one sharing. Then a skit... it turned out to be the Good Samaritan, which seems to be a great skit and lesson in any language. The kids enjoyed pretending to beat up their friend, then ignore him, then help him. Giggles and mistakes and the caring ending.

Then there were dances and speeches, and there was Thulasi again, the girl from the beginning, standing up strong and brave to give the longest speech yet. It was about giving dignity to both girls and boys, an appeal to educate both men and women, a reflection on the lack of opportunity women can face in India.

And she's right. She's only maybe 15 years old, but she sees the disparity. She wants a chance, for herself and for all girls. And she was proudly declaring it in both her speech and in her demeanor. She knew her own dignity.

I wondered where her confidence came from. Many in poverty struggle, feeling less than, feeling not as valuable, feeling shame. It's not true. We all have value and dignity, but we might not know it. That's partly why The Hope Venture exists. In Thulasi's village we run a feeding center and tutor the kids after school to give them some extra help. We want them to have a chance like everyone else. We want them to find hope and love.



We want them to have the opportunity to rise above. Many are orphans or have been rejected by their dads, and most can barely afford food let alone school supplies. So life is tough, and shame and heartbreak are often the norm.

But Thulasi was different. She was so strong, such a leader. And I'd like to tell you it was because of our center in her village. But our center is pretty new, and she's had this strength for awhile. She was contagiously spreading it to the kids at our center, but her strength didn't come from us. Even God, who I believe she loves, is not the only answer to her hope and strength. No, God had provided someone else to teach her this, if even for a short time. It began to make sense as soon as I saw her home.

She lived right across from the feeding center. She held my hand and urged me to come, pulling me and smiling. "Please, ma'am, come." I stepped down a narrow passageway, tucked my head down to avoid what was hanging, then turned the corner. Already the garden with mangoes and roses told a different story than the rainy, dreary day I was in. I took my shoes off and one more step into the house now, and ahhhhh. The love. The beauty. The drawings on the wall. The fish tank—I don't see many of those here. Then the photo frame of a man. I met her mom and brothers and sister and cousins and then was told that "yes, this was my father, he died six years ago. He was an artist." The drawings on the wall were partly his but partly the kids' as well.

Legacy. Love. Leadership. Thulasi had a dad who loved her, who inspired her, who was her hero. And it made all the difference in her life. She wanted to be just like him, follow in his footsteps. Draw like him. Draw for him. Carry on his honor.

It was refreshing to find in a village of extreme poverty a man who had not abandoned, not neglected, not rejected... and to find a daughter who was strong and





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confident, who knew who she was and who she wanted to be, who was leading her peers to do the same, and who was even advocating to the adults to hear their voices, to honor their dreams.

A moment for me that started with rain and muddy steps and narrow passageways opened up to dreams and beauty and hope. May Thulasi have what she needs to carry her banner far and wide. May we grant her the respect she deserves. May her dad somehow even rest in peace, knowing his legacy lives on and his love mattered.

Written by: Cynci Petersen

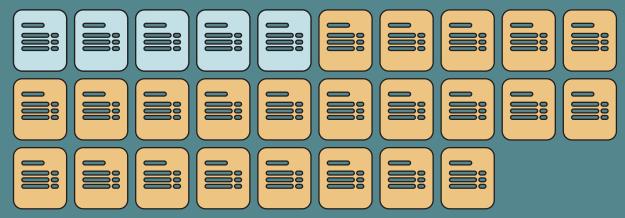


Over the past three years we have really been working to expand our project capacity. In doing that, we saw the need to have clearer documentation of each project, so we started creating project plans. These plans are a single source of truth where we can align with our partners on the vision and details of the project. Last year we were able to implement 6 plans. This year we set our Wildy Important Goal to finish all of our projects and document \$1,000,000 worth of needs—and we did!

#### PLANS COMPLETED IN 2021



#### PLANS COMPLETED IN 2022



### SOUTH INDIA BACKPACKS

Total Given: \$61,768.20 People Impacted: 7,000



#### **BANGLADESH BACKPACKS** Total Given: \$3,129.41 People Impacted: 200

#### \*\*\*\*\*\*\*\*\*

**BENIN BACKPACKS** Total Given: \$1,525.15 People Impacted: 50

#### 221

HIGH SCHOOL UNIFORMS Total Given: \$3,280 People Impacted: 50

#### 221

**RWANDA COLLEGE** SCHOLARSHIP Total Given: \$6,875 People Impacted: 6

## **Projects** 2022 BREAKDOWN

#### NAROK STUDENT SPONSORSHIP Total Given: \$282,501.39 People Impacted: 354

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

MATHARE STUDENT SPONSORSHIP Total Given: \$14,836.71 People Impacted: 20

#### 2

TURKANA STUDENT SPONSORSHIP Total Given: \$17,090.93 People Impacted: 20

#### 2

MATHARE HURUMA SCHOLARSHIPS Total Given: \$7,989.73 People Impacted: 55

## 111

**KENYA COLLEGE** SCHOLARSHIPS Total Given: \$49,961.66 People Impacted: 117

#### \*\*\*\*\*

SCHOLARSHIPS FOR MOMS Total Given: \$1,977.74 People Impacted: 10



## **Projects** 2022 BREAKDOWN (CONTINUED)

#### AGROMAX

Total Given: \$3,398.26 People Impacted: 25

#### 21

#### SOUTH INDIA COMPUTERS AND TAILORING Total Given: \$12,179.73 People Impacted: 131

#### \*\*\*\*\*\*

**GOPIKANDER SCHOOL** Total Given: \$0.00 People Impacted: 34

#### 22

22

MT. SINAI SCHOOL Total Given: \$0.00 People Impacted: 231

#### \*\*\*\*\*\*\*\*\*\*

JAWADHU HILLS Total Given: \$37,874.48 People Impacted: 456

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* ....

MAMA KITS Total Given: \$419.00 People Impacted: 1,484

### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

MEDICAL KITS Total Given: \$2,700.00 People Impacted: 145

#### \*\*\*\*\*\*

#### INDIA FEEDING CENTERS Total Given: \$27,661.76

People Impacted: 416

## \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

**KENYA AGRICULTURE** Total Given: \$6,088.84 People Impacted: 210

#### 

GOATS Total Given: \$20,649.46 People Impacted: 733

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

TURKANA COVID RELIEF Total Given: \$2,978.45 People Impacted: 1,120

## \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* \*\*\*\*\*\*\*\*\*\*\*\*\*\*

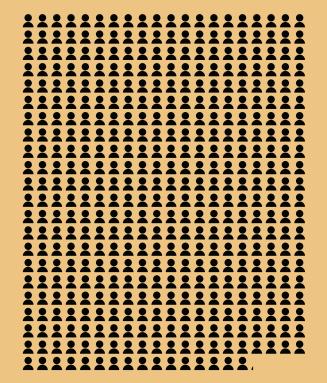
EAST INDIA WELLS Total Given: \$0.00 People Impacted: 220

#### \*\*\*\*\*\*\*\*\*\*

SOUTH INDIA WELLS Total Given: \$0.00 People Impacted: 850



#### **KENYA WATER AND** SANITATION Total Given: \$5,074.71 People Impacted: 8,724



HOME OF HOPE Total Given: \$102,000.00 People Impacted: 800

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

**JACK NORMAN CENTERS** Total Given: \$0.00 People Impacted: 973

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A Deeper Look into One Life that Was Impacted



WINNIE'S STORY

Steam rises in slow waves, swirling into the air from the plate set down in front of you. You feel the warmth from the food pressing into your face as you gaze down. You inhale the aroma of the freshly battered fried chicken. Shifting your eyes to the kitchen, you see a young girl, smiling and dancing as she stirs a pot of vegetables. As she plates the food and hands it to the hungry dinner quests, it's as if the plate is screaming "I love you" to each quest from the cook herself.

Cooking is what Winnie loves to do. She loves learning about cooking at school, but she didn't always have access to an education. She lives in a slum called Mathare in Nairobi, Kenya. Her family didn't have enough money to provide school fees for Winnie. At only 15 years old—living in the slums with no access to education—Winnie seemed destined for a life in the slums.

But what a surprise it was to Winnie when she heard the news that she had received a scholarship to go to school! She now is working hard to achieve her dream of becoming a professional chef one day.

Written by: Carrie Wehrman

THE HOPE VENTURE IS A GLOBAL FAMILY OF CRAZY, FUN PEOPLE THAT WILL RUN FOR HOPE, DONATE MONEY FOR HOPE, GET PIED IN THE FACE FOR HOPE, SHAVE THEIR HEADS FOR HOPE, AND I LIKE TO BE A PART OF THAT

FAMILY!"

-KALE // DONOR









## Letter from our Marketing Director

Fun Generosity.

"What is our passion?" As an organization, we've wrestled with that over the years. It can feel like so many things: bringing the true hope of Jesus to people who need it most, providing education and health for those in extreme poverty, empowering local leaders to make the impact they've always dreamed of. However, for us, one thing keeps coming back to the surface: fun generosity.

While we care deeply about addressing global issues and bringing Christ to those who've never met him, it's always been about rallying a team to do that. It's not a solo mission or a burden for us to bear alone. My mom founded this organization when I was a freshman in high school, and from day one she has championed the message of living and loving generously. She inspired people to care about others and to share their resources, time, abilities—their lives. She inspired me. She inspired us.

Since then, we've been working every year to bring more people onto the team. To invite people into the fun adventure of sharing life with others. And this year, we saw you all champion that beyond us. We saw families rally around making lasting impact together. We were inspired by local churches and businesses who spread this generosity to new audiences. We watched as roommates danced their hearts out after raising thousands of dollars together. And we saw kids like Callie use their talents to multiply their generosity.

We are passionate about fun generosity. About people joyfully sharing their lives with each other. This year you've shown us that you are too. Thanks for joining the adventure.



JOSH PETERSEN Marketing Director





# FROM BAKING CAKES TO BUILDING FUTURES

The room was full. Music was playing. People were dressed to the nines and... pouring concrete?

That's right. It was A Night for Hope 2022. But let me back up.

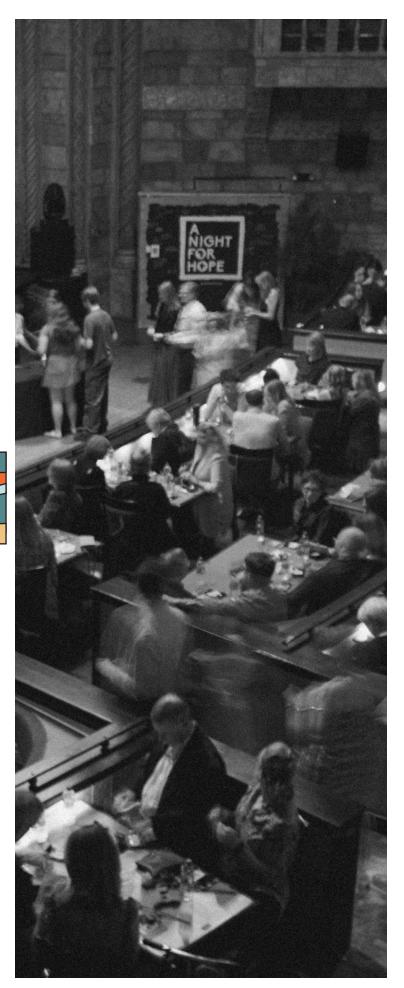
A Night for Hope is The Hope Venture's biggest and best fundraising event of the year. It takes place every October, but we start dreaming and scheming for it in January. We choose one project we want to impact. Like... really impact. We talk with our partners. We plan trips to gather media. We create an entire concept and bring the experience to the people of Lincoln and say, "This is who we are. This is what we do. Here's what we want to accomplish—tonight. Together. Will you join us?" We've seen tens of thousands of dollars raised in minutes. Hearts have been changed. Relationships formed. It's a special room to be in, trust me.

This year we were raising money to build a nursing college in Bengaluru, India. The vision of the college was to train up the next generation of medical staff and then provide an employment pipeline to staff the Home of Hope—a homeless shelter in Bengaluru that houses and cares for Bengaluru's abandoned homeless population. We raised over 173k that night and every single attendee got to









pour a small packet of concrete into a glass pillar to symbolize what we were building together.

Landon, HV's Development Coordinator and hazelnut latte connoisseur, was helping guests with the pouring process when donor and guest Lori Allmand leaned over in line and told him, "Callie might be the youngest donor here tonight. She just donated all the money from her cake sale to the nursing college!"





Callie is Lori and Matt Allmand's eighthgrade daughter, and she has her own cake decorating business: Callie's Cakes. Callie is an artist at heart. Whether it be sewing a Pocahontas costume from old tshirts or piping flower petals with frosting, she creates beauty wherever she goes.





The morning of A Night for Hope, Callie had her biggest cake sale yet. Excited and proud, Callie's parents talked with her about whether she wanted to give or tithe some of the money she earned. She thought about it, then responded that she wanted to give it all to The Hope Venture that night!

Whether you're a broke college student, a retired hotel owner, a toothless third grader, or an eighth grade cake-maker, we believe anyone can make a difference. When Landon told the rest of us about Callie's story, our hearts were touched. That's exactly the kind of stuff we get pumped about and want to champion across our entire donor base! Here Callie was, doing what she could with the resources she had in a moment of opportunity. She stepped in and got to experience the joy of doing something bigger than herself and help people across the world! She wasn't too young, the amount she had wasn't too little, and the difference she made was real. May we all be inspired by Callie and use our talents and resources to create a positive change in this world. Let's practice real love for those who need it most.

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Written by: Carli Huston

Donors 2022 OVERVIEW

#### TOTAL DONORS IN 2022

.570

#### DONOR RETENTION



**BACKBONE DONORS** 

252

#### CHARLIES (ADVOCATES)

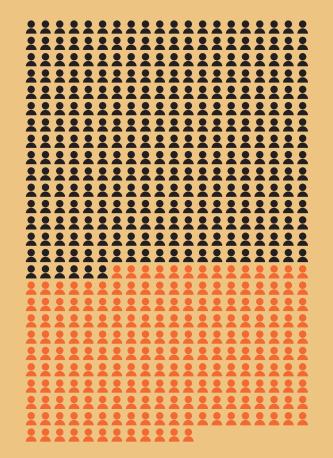
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"HOW CAN YOU NOT GIVE BACK? THESE KIDS ARE AT A CROSSROADS IN THEIR LIVES AND AN EDUCATION CAN MAKE THE DIFFERENCE."

-MARGARET // DONOR

**RUN FOR HOPE** Total Raised: \$49,646.69 **Total Runners: 512** New Donors: 206



#### EXTEND THE TABLE

Total Raised: \$20,345.92 **Total Donors: 64** New Donors: 14



## **Events/Campaigns** 2022 BREAKDOWN

#### ROOMIEPALOOZA

Total Raised: \$21,655.00 **Total Donors: 289** New Donors: 127

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#### A NIGHT FOR HOPE Total Raised: \$171,967.11 **L** Total Attendees: 346 New Donors: 100

## Staff THE FACES IN OUR US OFFICE







CYNCI PETERSEN **Executive Director** 

PHIL

TRUONG

Operations and Accounting

Coordinator



PETERSEN Marketing Director



JAMES PEREGRINE Project Manager



CARLI HUSTON Head of Mass Marketing



SIERRA



BEUKELMAN Graphic Designer



HANNAH MOSEMAN



HAILEY KELLER

Intern



LANDON

BARTEL

Development Coordinator

SKYLER SCHWANINGER

BRADLEY

SULLIVAN

Project Finance

Intern

(Oct-Dec)

Intern

CARRIE WEHRMAN

(Feb-Dec)

AUDREY SCHANOU Donor Relations Intern (May–Dec)



SPENCER LANE Project Finance Intern (Oct-Dec)



JAYA NĚLSON Social Media Intern (Oct-Dec)





CHARLIE





**JOHN** 

KROEKER

Vice Chairman

Bangalore, India







AIG Mathare, Kenya



JODI

KONGSJORD

Chairman





MARLA

STYLES

Board Member



NEW ARK MINISTRIES

Southern India Uganda

























Interns



CARRIE RAY Project Coordinator

-34



Student Sponsorship College Scholarship College Scholarship Story Writing Intern





TERRY BRONSON **Project Finance** Intern (May–Aug)



JESSICA CONRAD Social Media Intern (May–Aug)



KACIE HEIDBRINK Video Intern



(Mar–Dec)



## Board THE LEADERSHIP WE RELY ON



KATHERINE STEWART Secretary



CYNCI PETERSEN **Board Member** 



BEN

COHOON

Board Member

TREMAINE COMBS **Board Member** 

**Partners** THE KEY LEADERS OVERSEAS







ERUS Turkana, Kenya



ELI]AH Narok, Kenya





ANUJA North India



FANUEL OPISA Mathare, Kenya



DR EMMA Kampala, Uganda

Not Pictured:

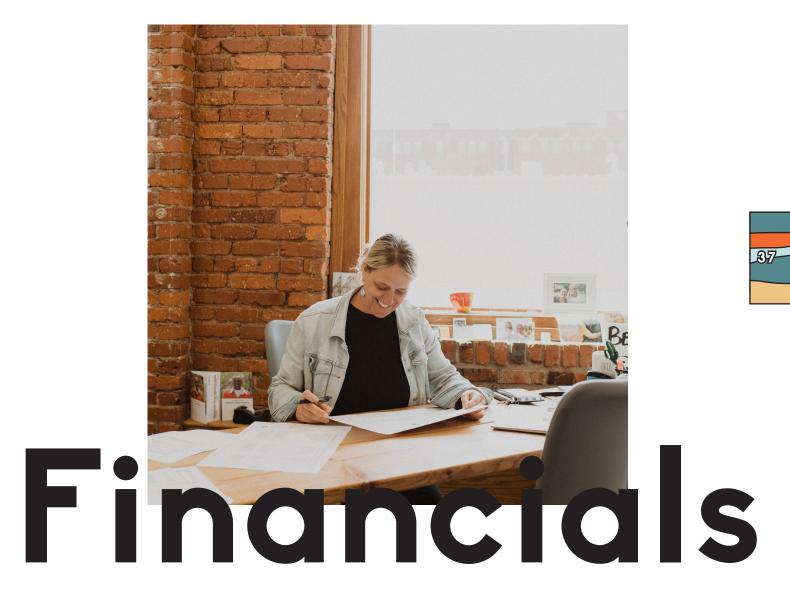
ONG Benin

BIMAN & JASSON Bangladesh



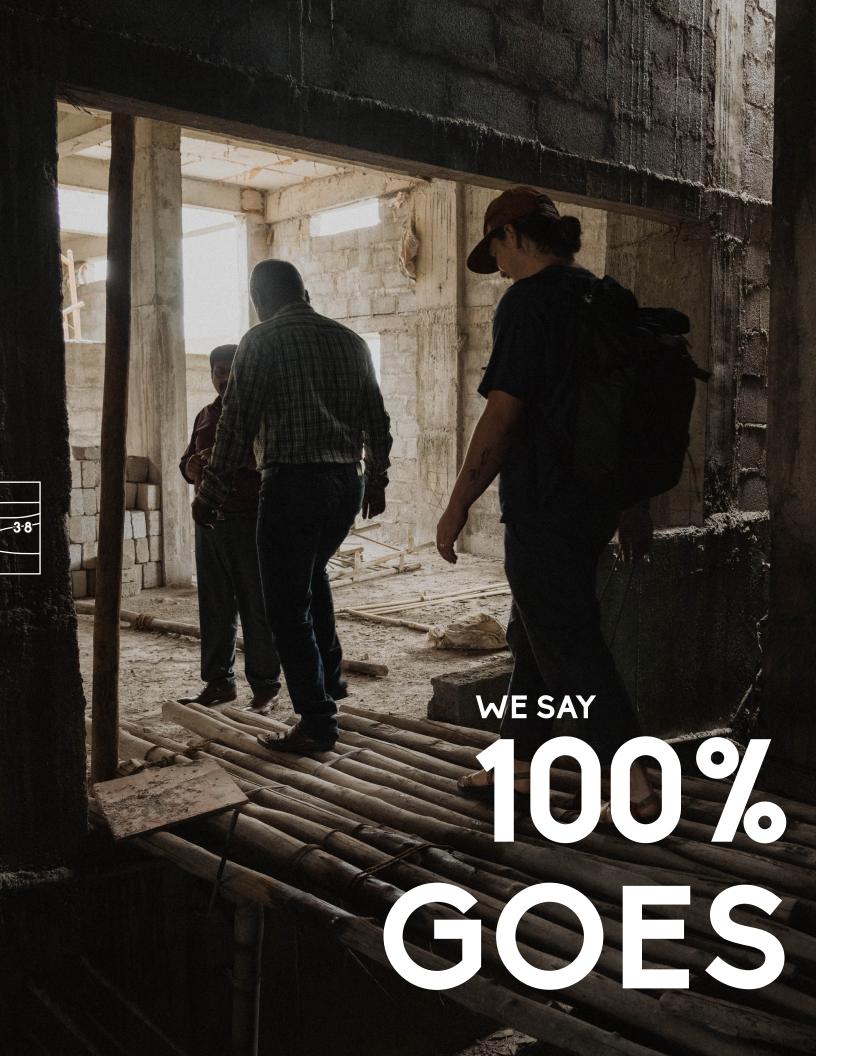
"ITHE HOPE VENTURE IS] AN ORGANIZATION STEADFASTLY FAITHFUL TO THE CHARGE OF REACHING THE WORLD, AND DOES SO IN A WAY THAT GOES BEYOND THEORY."

-JON & LEAH // DONORS









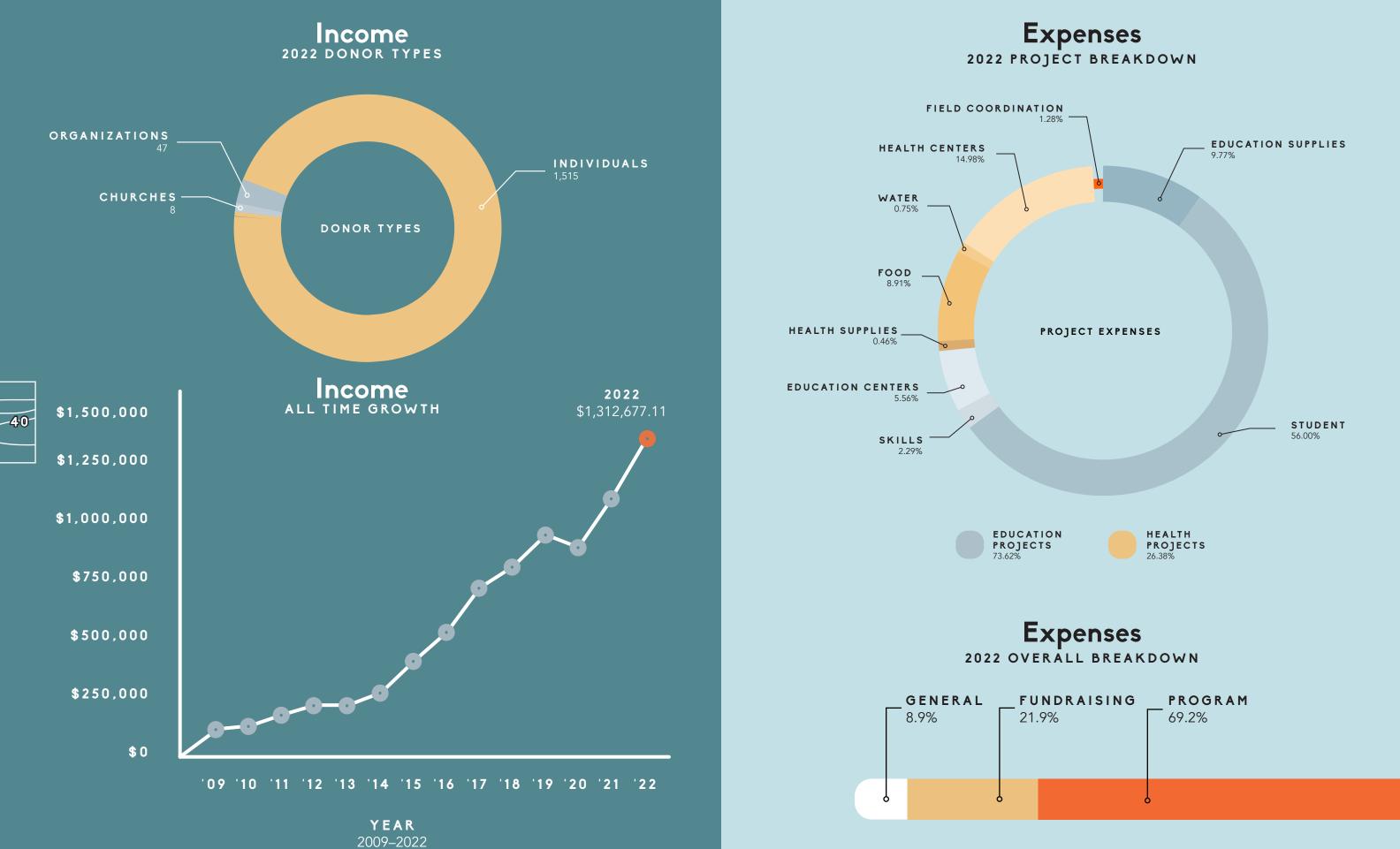
should be.

When we founded The Hope Venture 13 years ago, we set out to change that. We wanted to create a way that you could be sure your money went where you thought it was going, and to do that, we decided that we wouldn't take any percentage of your donation to pay for the operating expenses of the organization. We committed from the beginning to send 100% of all project donations straight overseas. At first this just meant our founder, Cynci, was donating a lot of her time to make it happen, but as we started to grow, she knew we would need a sustainable way to pay our operating expenses. This is when the Backbone Team began.

The Backbone Team is a group of incredible donors who support all of our overhead costs. Everything from staff salaries to credit card fees is paid for by them. They truly are the backbone of our organization, and because of them, we can continue to make our commitment to our 100% model.

## 100% Model KNOW WHERE YOUR MONEY GOES

At The Hope Venture it's very important to us that all of our donors know where their donations are going. When it comes to trying to help those in poverty around the world, it can often be difficult to have any idea what your money actually goes to. Donors want to bring education to kids, but having assurance that your money is doing just that is often more difficult than it



DRAISING	<b>PROGRAM</b> 69.2%
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## Financials 2022 INCOME & EXPENSE

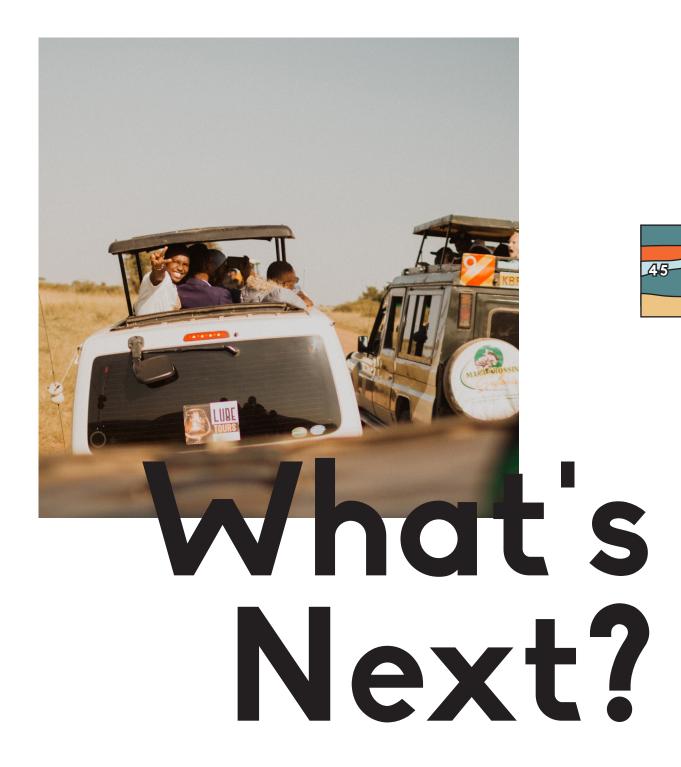
INCOME						
10000 · Backbone Contributions	\$463,968.02					
15000 · Investments	\$4,363.93					
20000 · Event Income	\$44,790.96		DEC 31, 22	DEC 31, 21	% CHANGE	
30000 · Program Contributions	\$799,554.20	Total Assets	485,124.29	439,995.24	10.3%	
TOTAL INCOME	\$1,312,677.11	Total Liabilities	31,946.08	17,694.16	80.6%	
EXPENSE		Equity Unrestricted Net As Net Income Total Equity	ssets 422,301.08 30,877.13 453,178.21	481,905.20 -59,604.12 422,301.08	-12.4% 151.8% 7.3%	
50000 · Project Grants	\$685,653.63	Total Liabilities and Eq	uity 485,124.29	439,995.24	10.3%	
63000 · Salaries	\$335,750.87		ulty +03,12+.27	-37,773.Z-	10.070	
64000 · Fees for Services	\$34,091.78					
65000 · Advertising	\$43,726.22					
70000 · Office Expenses	\$33,957.70					
72000 · Information Technology	\$4,122.66	All-Time Numbers				
73000 · Facilities and Equipment	\$17,943.70	F	ROM 2009 TO PRES	ENT		
74000 · Travel	\$74,457.88					
79500 · Insurance	\$3,664.00					
80000 · Events	\$48,431.54	TOTAL DONORS	RAISED	TOTAL	RECIPIENTS	
TOTAL EXPENSE	\$1,281,799.98	5,500+	\$7.5	85,	000+	
Net Income	\$30,877.13		MILLION			

## **Financials** 2022 ASSETS

"DEAR HOPE VENTURE, WE CHOSE TO SUPPORT YOU BECAUSE WE KNEW THAT **PEOPLE THROUGHOUT THE** WORLD WERE STRUGGLING WITH FOOD INSECURITY, POVERTY, AND GETTING AN EDUCATION. WE'RE VERY GRATEFUL FOR WHAT YOU'RE DOING FOR THE COMMUNITY AND THE WORLD... WE **RAISED \$672! THANKS FOR** THE BOOKLETS, STICKERS, AND BUSINESS CARDS!"

-SCOTT MIDDLE SCHOOL STUDENTS













your tickets early. You won't want to miss it! Let's do this together.

–Cynci



So where are we headed in 2023? Hopefully you've caught that we've made huge strides over the last three years in our project strategy. The revamp is finally complete, and all our partners are aligned. Our projects are ready for growth, and we're excited about that! Now we need the money! Haha, but for real. :) We will be readdressing our funding strategy this year as we need to be able to handle our growing needs. One of the things that's working for us to grow our income is A Night for Hope. Hopefully you've noticed the huge successes we've had with this event. We feel it's our best way to introduce people to The Hope Venture as well as to tell our current people what our needs are. We want to share our needs there better and better. We want to grow in Lincoln as well, to become a household name, and to change the world together from the middle of the USA, so it's fitting that we'd seek to make the most of this event. Towards that end, we're diving in earlier and seeking to DOUBLE the attendance in 2023! We want to see people from every part of Lincoln as well as people traveling from out of town be part of this awesome night. So mark your calendars... October 6, 2023... grab a friend and get





