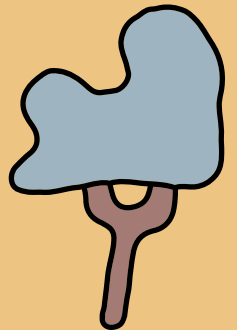
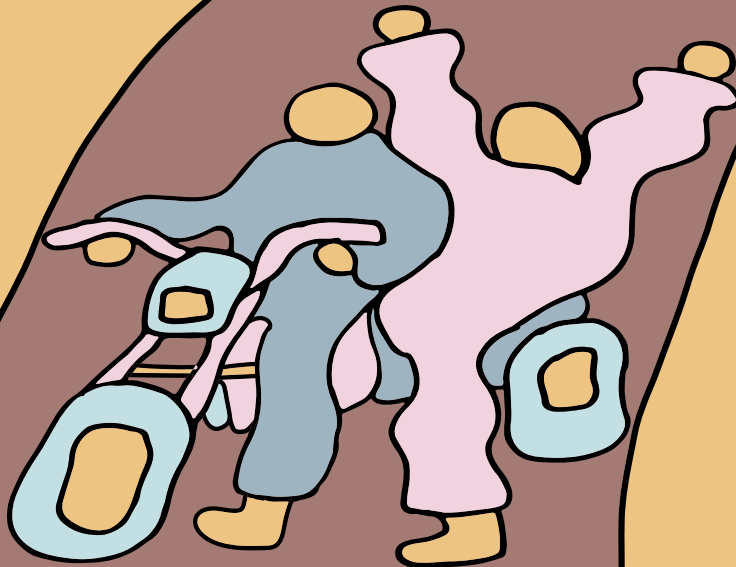




2024

ANNUAL REPORT



"WHY I LIKE GIVING TO THE HOPE VENTURE IS BECAUSE I CAN SIT ACROSS THE TABLE FROM YOU AND ASK YOU QUESTIONS. I DON'T KNOW WHAT TO TRUST OUT THERE AND I FEEL LIKE I CAN TRUST YOU FROM INTERACTING WITH YOU."

ZAK // DONOR



Letter from the Director



Welcome to our 2024 Annual Report!

We're so grateful for all of you that have helped make this dream possible. We're 15 years in and as of this year, we've now helped over 100,000 people! That's amazing! YOU have helped make that possible. Every backpack and goat and sponsorship and medical clinic and mama kit and 60-some projects have added up to 100,000 real lives being reminded of their dignity and value and worth. Every human is beautifully created by a Masterful God and you've helped us show that to each recipient. Thank you so much!

As you scroll through the images on the pages that follow, and read through the stories and statistics, imagine that each number and dollar and story represents just one piece of thousands of pieces. Together, we have been accomplishing something that none of us could do alone. I'm getting more and more excited about that. Our collective efforts are like a prism of beauty pouring out onto this world.

So may you be encouraged. Even in a year of hardship, which actually for The Hope Venture we've seen our share this year, still our God has been bringing beauty and kindness and tenderness to a world in need. He's used you, and me, together.

Soak it in. We're so grateful. We're in awe.



CYNCI PETERSEN
Executive Director

The Hope Venture

2024 ANNUAL REPORT



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Our Purpose



WE'RE ON AN
ADVENTURE TO BRING

HOPE AND DIGNITY

TO THE MOST DISADVANTAGED
PEOPLE IN THE WORLD.



Photo by: Carli Huston



2024 Numbers

AT A GLANCE



528 SELFIES SENT TO DONORS



5,000 SMILEYS PUNCHED



473 RUNNERS AT R4H



100,000

PEOPLE IMPACTED SINCE 2009.



248 FLIGHTS ACROSS 10 TEAMS

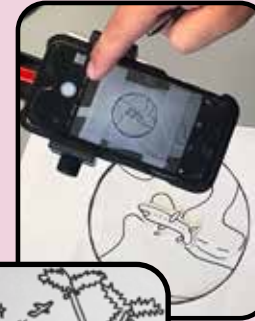


200+ STUDENTS ATTENDED KENYA CAMP



\$1.7M

RAISED THIS YEAR!



198 DOODLES DRAWN FOR N4H



\$5,113 RAISED THROUGH PDC



151 MINUTES OF PODCAST GOLD :)



20 STORIES SHARED



1,513

DONORS IN 2024

14 VENDORS AT OUR FIRST MOTHER'S DAY MARKET



Where We Work

OUR PROJECTS AROUND THE WORLD



BANGLADESH

Total Projects: 1
Total People Impacted: 260
Total Given: \$11,950.64

INDIA

Total Projects: 13
Total People Impacted: \$10,236
Total Given: \$248,206.40

KENYA

Total Projects: 11
Total People Impacted: 13,499
Total Given: \$422,686.21

UGANDA

Total Projects: 7
Total People Impacted: 5,001
Total Given: \$65,206.00

RWANDA

Total Projects: 1
Total People Impacted: 12
Total Given: \$13,620.23

“THE SMILES SPEAK A
THOUSAND WORDS IN A
LANGUAGE WE CAN ALL
UNDERSTAND.”“

LAURIE // DONOR

The Hope Venture

2024 ANNUAL REPORT



Projects





Letter from our Project Manager

Dear Friends of The Hope Venture,

I hope you have had an excellent 2024 and I pray that your 2025 is off to an amazing start. Our partners have impressed me so much throughout this past year. We have been able to see the skills and dedication of our partners through Dr. Emma's work at the Malnutrition Clinic, saving the lives of children. We have heard story after story of backpack recipients being encouraged in their education. We experienced the great care of our partners in helping us travel to see their great work over 6 trips and even their love for us in helping get us some lost luggage.

This year hasn't always been easy, we had a few tough conversations deciding with two partners that we needed to end our partnerships. That being said, this year we have had the blessing of seeing that we have now impacted more than 100,000 people over our 15 years. We are grateful to God for allowing us to see this happen with the help of our donors and the hard work of our partners.

I want to share a couple of examples of the impact and care for their communities our partners exhibit. First, Charlie, our first partner, this July gathered a group of his leaders from across South India to share about the work they do and to encourage each other in their struggles. I had the joy of attending this and it was inspiring to hear the great love and support the leaders have for the communities they work amongst. Additionally, Fanuel, who is a pastor in Mathare, started expressing to us the idea of setting up a medical camp for a few days where people can get the medical care they would not be able to otherwise. We were able to send funds for this at the very end of 2024 and look forward to seeing the impact on the community he loves dearly.

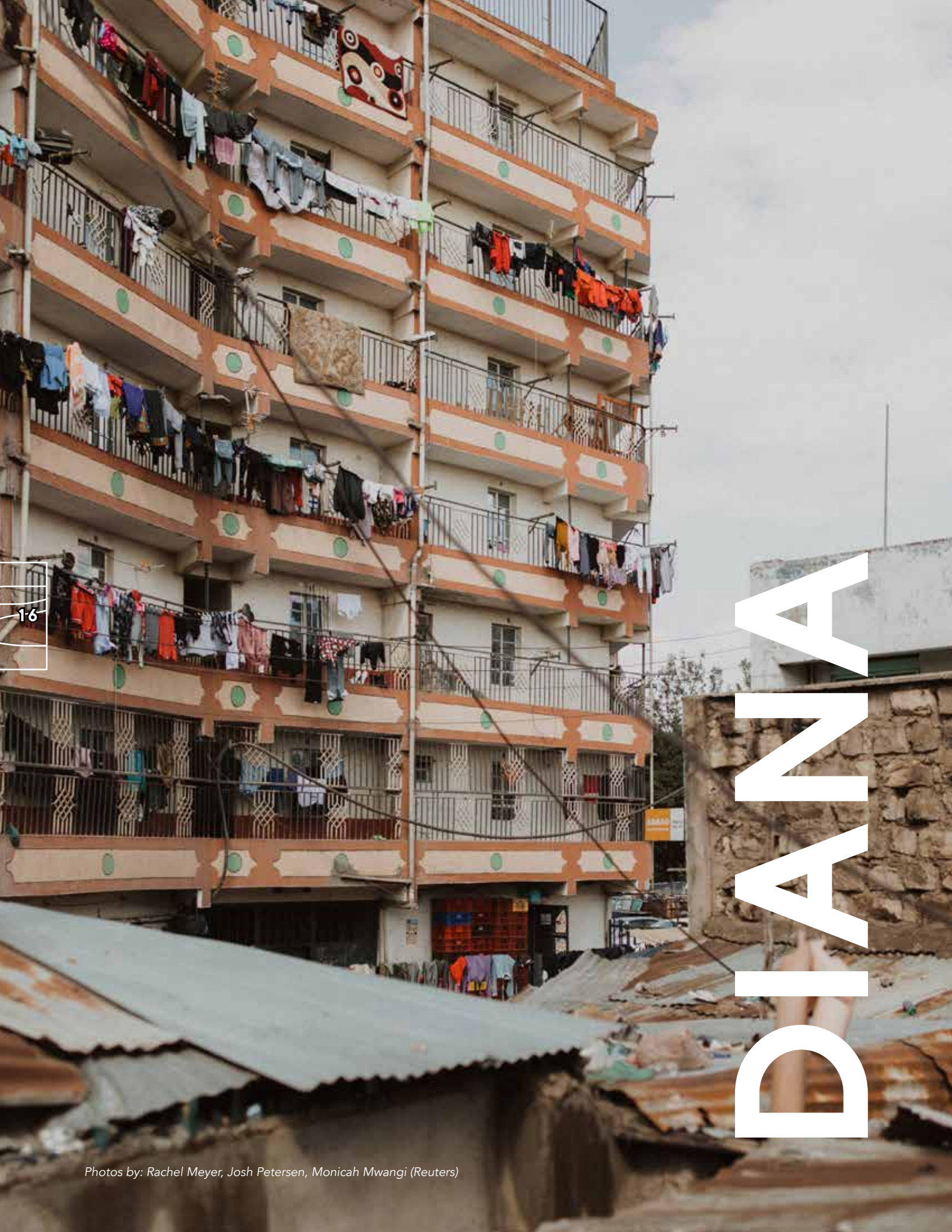
We could not do this without you. Your support allows us to come alongside our partners. Whether that be through sending us encouraging notes, praying for us, or supporting us financially, you are making a difference. I am so thankful for you and your care for us and our projects.

Sincerely,



JAMES PEREGRINE
Project Manager





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DIANA

Diana FEATURE STORY



THE FLOODWATERS THAT TOOK EVERYTHING

At 3 am she woke up to screams coming from outside her house. Diana and her family got up and looked out the door and there below them, water rushed past from heavy rains tearing apart the structures around them. The houses below their house were already washed away and people were fleeing up the hill. Diana and her family left their home and their only possessions and ran for their lives up the hill.

The flood took everything. They didn't have much because her mom worked daily wage jobs and her dad wasted the money he earned on alcohol. But what little they did have, was now gone.

Our partner Fanuel was quick to try and help as many flood victims as possible and within a few days he got Diana's family a new place to stay and helped furnish it a bit.

But, in the stress, cold, and exhaustion of it all, Diana's mom was getting sick. She had a pre-existing heart condition that flared up and now Diana was worried about her mom. Diana called Fanuel and he immediately sent a motorcycle to pick them up with some cash to go to the health clinic. When they got there though, the staff told them they couldn't help her and to

send her to the hospital. So Diana called Fanuel again and he sent more money and a driver, and that time he met them at the hospital.

Diana was telling Kacie and me this story through tears in a small home in Mathare. I asked what happened next and Fanuel said that the cost of treatment for Diana's mom was too much for them all. He said the expenses were heavy, "Oxygen alone was 500 shillings an hour." So they had



17



to stop the treatment and shortly after, Diana's mom passed away.

When he said this I was taken aback. 500 shillings is only \$5. Diana had to say goodbye to her mom because the oxygen costs \$5 an hour.

Sometimes, if I'm honest, poverty doesn't look too bad. I meet a really nice family on a sunny day. They have a small home but we play games, we smile, and there is still a strong

sense that we're all just humans. It's tempting to think it doesn't seem that bad. But it's in moments like this story where poverty can really bare its teeth. Poverty eliminates options. It eliminates protection. It eliminates any degree of control. And on a good day, that might feel okay. But when the water comes rushing through your neighborhood and your home is made of sticks and tin, and your mom has been battling a heart condition on her own because

there's no money for doctor visits, you can lose everything you love so fast.

Diana smiled and joked with Fanuel during the story. She's still very much human. She still finds moments of joy and even hope, but there is a burden on her shoulders that is too great. She's asked now to navigate life and take care of her sisters with very little opportunity.

In the midst of all this, we have been able to get her a scholarship to go to college. She wants to learn about business. I'm devastated that the things poverty has taken from Diana are not things we can give back—her mom, the comfort of her old home,



or her childhood for that matter. But I am hopeful that a chance to go to college might open a new door—one that had previously been closed. I'm hopeful that by funding an incredible community leader like Fanuel, he can start to prevent more kids from poverty's devastating effects.

We can't take away the pain of the past, but we can help try to pave new futures.

Written by: Josh Petersen

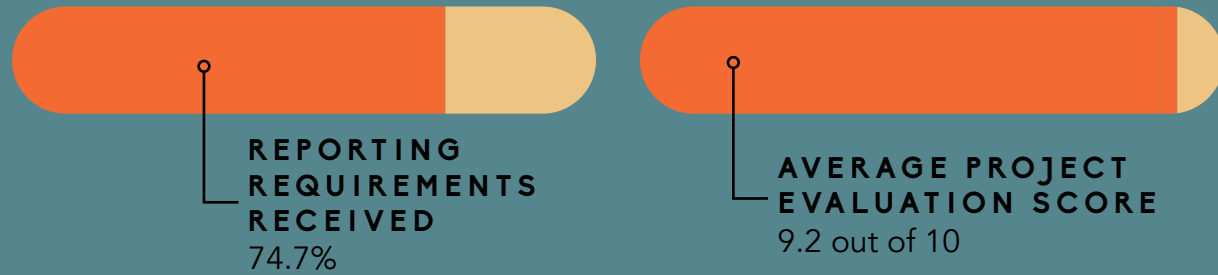
Projects

2024 OVERVIEW

TOTAL PROJECTS

33

STARTING REPORTING REQUIREMENTS & EVALUATIONS



HIGHLIGHTS

1,385 MAMA KITS DISTRIBUTED



3,470 BABIES NOURISHED



\$238,215 RAISED FOR COLLEGE SCHOLARSHIPS



1 NURSING COLLEGE BUILT

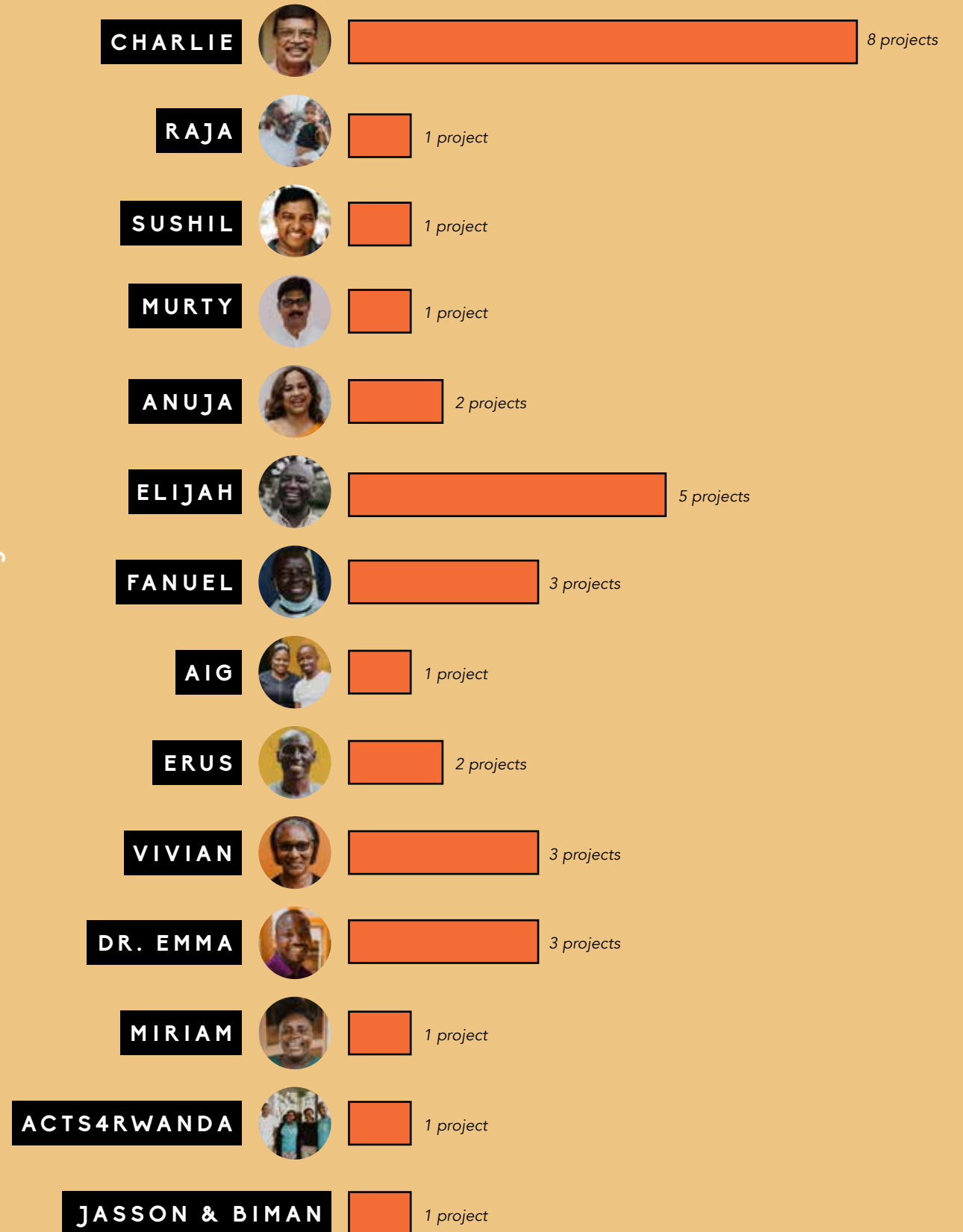


12 FAMILIES GIVEN FLOOD RELIEF

Projects

2024 BREAKDOWN

NUMBER OF PROJECTS PER PARTNER

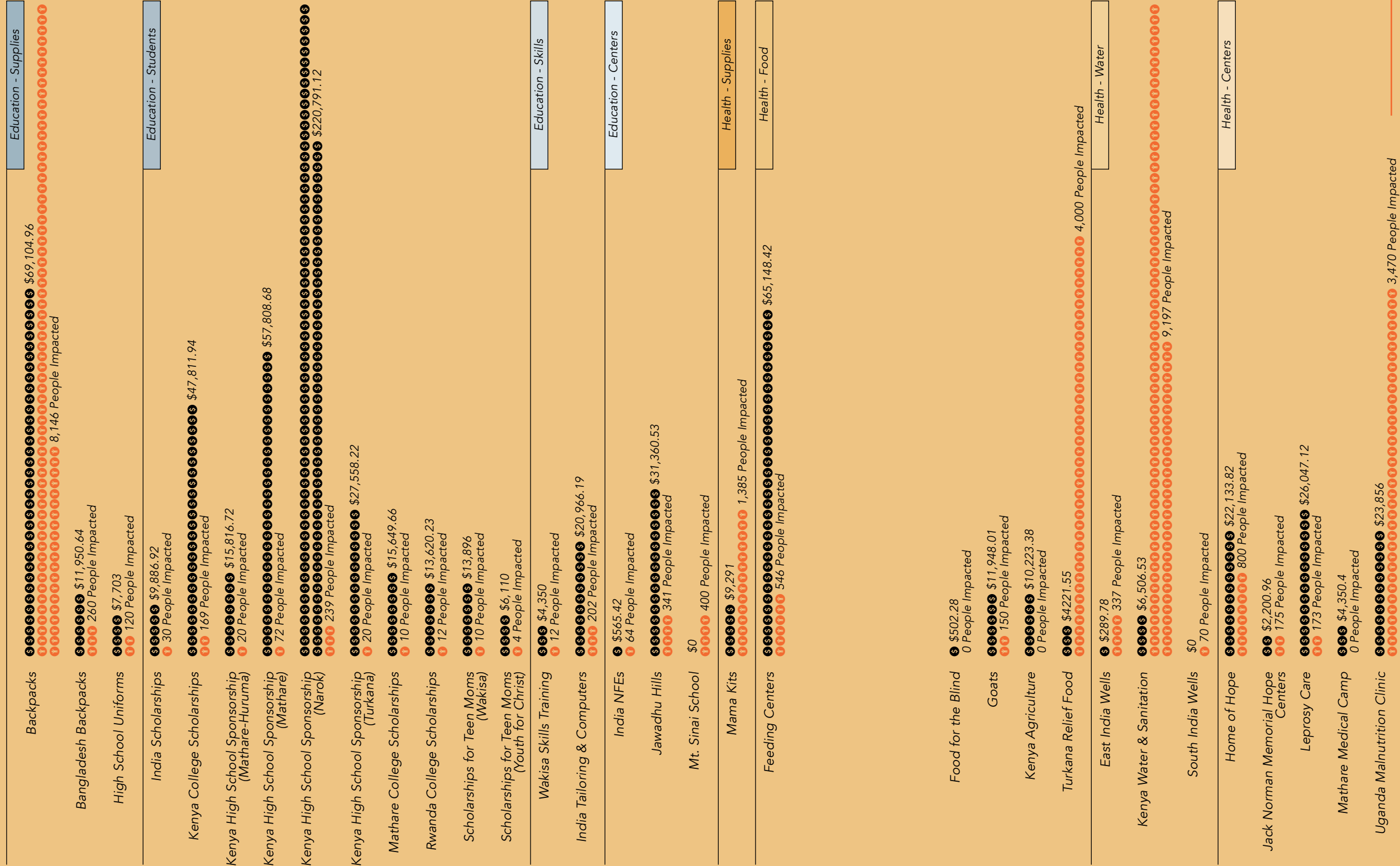


Projects

2024 BREAKDOWN (CONTINUED)

PROJECT GRANTS AND PEOPLE NUMBERS

💰 = \$2000* 👤 = 100 People*



*Numbers are rounded up to nearest whole icon.

A Deeper Look into One of these Lives



RACHEL'S STORY

"My first baby died. I went to check on him and he was no longer living. I don't know what happened. Now this baby is sick, she doesn't cry. I am worried for her. I named her Kirabo because in English it means 'gift from God.' Can you help me?"

This is just one—one story, told in Lugandan and broken English in a remote Ugandan village among a crowd of locals seeking care. We had set up a medical station with our partners to treat the villagers and seek out any malnourished babies for further care.

We were, in fact, able to help her. That same day we were able to take Rachel and her baby back to the city with us to receive ongoing care from Dr. Emma and his team at their malnutrition clinic.

Because of donors' generosity, we're able to support projects like this that provide life-saving care to the Rachels and babies of the world. Thank you!.

Written by: Amanda Trost



"MOST OF US WILL NEVER GO OVER TO INDIA OR AFRICA TO BE A PART OF IT OVER THERE, AND TO ACTUALLY SEE IT WITH OUR OWN EYES, BUT I KNOW THAT I FEEL BEYOND BLESSED THAT SOMEHOW GOD IS ALLOWING ME TO WITNESS THE WORK HE IS DOING THROUGH THE HOPE VENTURE."

- CAROL // DONOR

The Hope Venture

2024 ANNUAL REPORT



Local





Letter from our Co Hub Director

This November, I was sitting with my mom in her office and the stress was rising. We were heading into year-end after a rattling year of fundraising, and looking at the budget I couldn't see how it would work.

This year we had made some big changes to our fundraising team, and I was learning to lead out more. But we had taken some hits. We lost a few staff members, and the funding wasn't coming in the way I thought it would. We had painstakingly lowered our budget to try and be more realistic, but I was feeling the weight of our work.

This spring I met or heard stories of over 100 recipients from different projects across India. Kids who needed food. Young women who were the first in their village to go on to high school. Moms who doubled their income through tailoring—but were still only making \$5/day. The impact and need were clear.

This summer I met college students in Kenya who grew up in slums around Nairobi. The needs were real. And the weight of their loss was heavy on me. At the same time, the opportunity we had to provide help seemed clear—if we could just raise the money. So here we sat looking at the uphill climb of December wondering what God was doing.

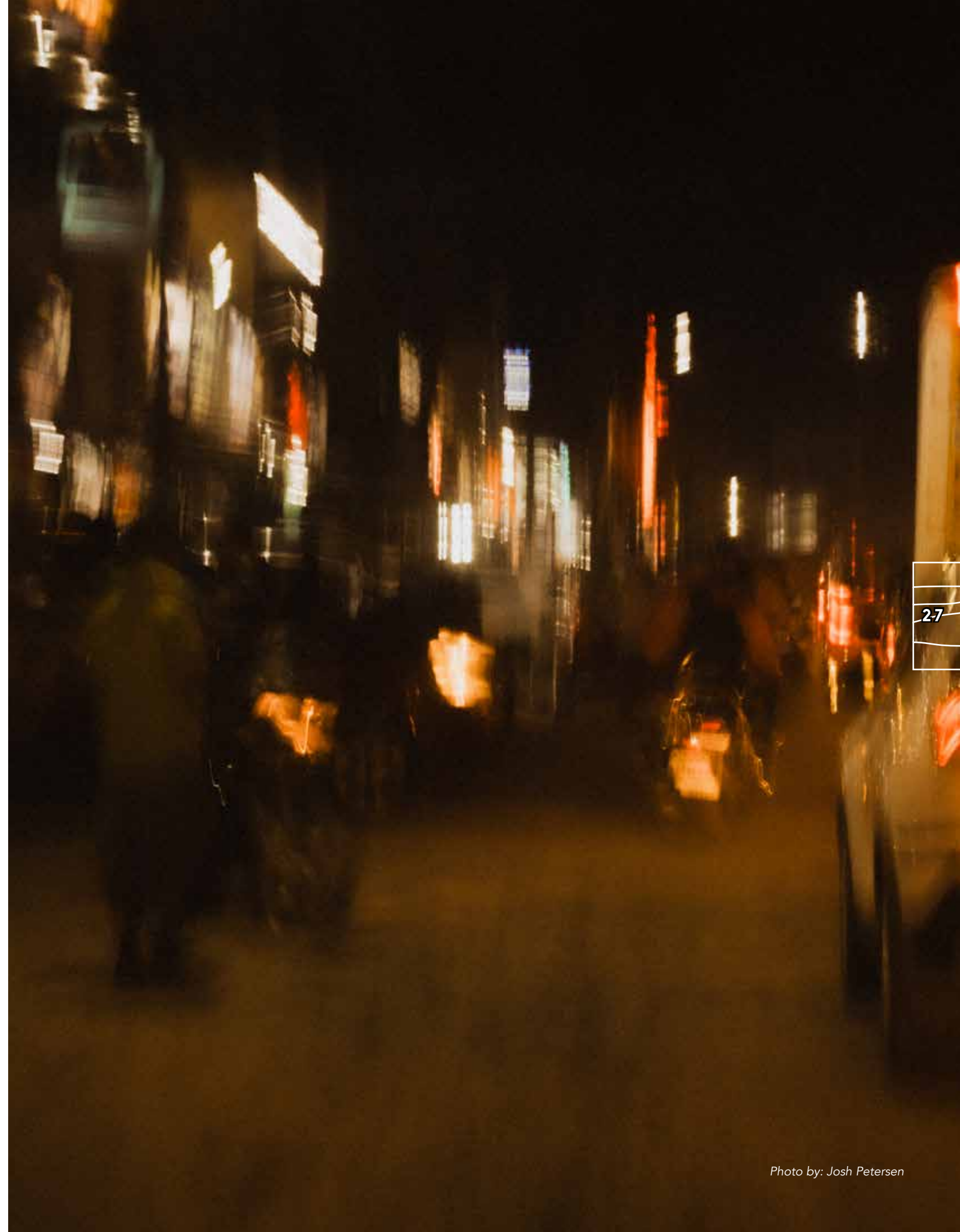
I believe deeply that God cares more about the oppressed than I ever could. I believed that he was providing a path for us to join him in caring for people around the world. But we needed him to provide the money. I told my mom I felt like our efforts would only get us halfway to the goal, so I felt like we needed to ramp up our plans. Yet, at the same time, I felt God nudging me to wait on him. To trust that he would provide. So we set out to trust him. Knowing our efforts weren't calibrated to our desires, but asking God to be the one to make up the difference. We wanted to live out a belief that the Lord upholds the cause of the oppressed and that his yoke on us is easy. We sent out our year-end communication, made the asks we knew to make, and then we watched to see what God was going to do. Little by little we were moving toward the goal. And by December 31, we watched God bring in our biggest last day ever. In total, we were more than \$100k over our goal leading to our biggest year yet.

In this "Local" section, Carli wrote a piece about God's provision as a river. This year has taught us to keep ourselves planted by the river. That God will provide all we need to accomplish his plans. And that by continuing to ask God where he is headed, we can join him on a great adventure to bring hope and dignity to thousands of people. Thanks for joining us in the adventure.

Much love,



JOSH PETERSEN
Co Hub Director





BY THE RIVER

Photos by: Victoria Petersen

By the River FEATURE STORY



LETTING IT FLOW

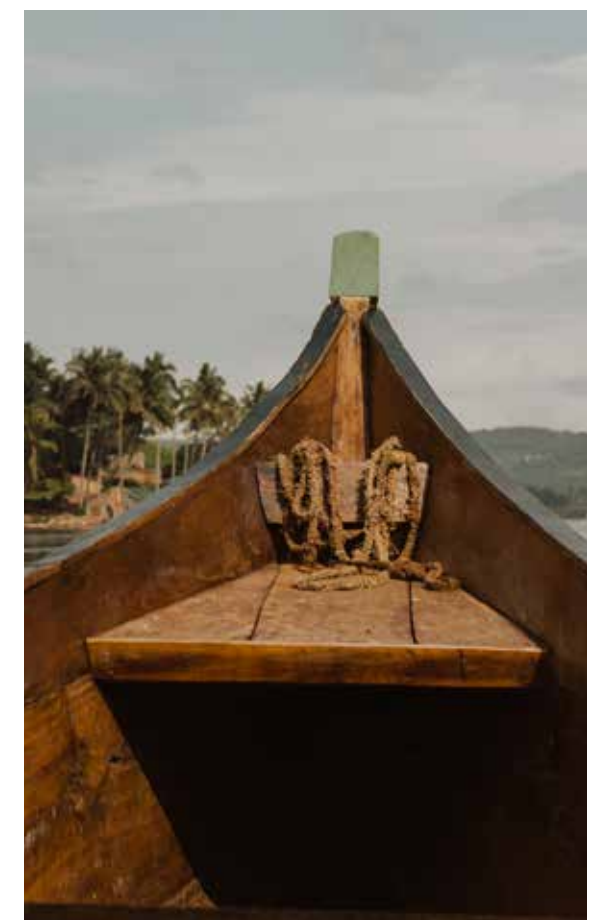
Everyone was bustling into the room to get settled down for the meeting. Coffee cups, laptops, and chargers were spread across the conference table. It was Monday morning staff meeting; one of my favorite parts of the week. Josh was leading that morning and he shared Ezekiel 47:8-10 with us:

He told me, "This water flows east, descends to the Arabah and then into the sea, the sea of stagnant waters. When it empties into those waters, the sea will become fresh. Wherever the river flows, life will flourish—great schools of fish—because the river is turning the salt sea into fresh water. Where the river flows, life abounds. Fishermen will stand shoulder to shoulder along the shore from En Gedi all the way north to En-eglaim, casting their nets. The sea will teem with fish of all kinds, like the fish of the Great Mediterranean.

He posed the question: "How do you guys think this could pertain to generosity?"

It was silent for a couple beats, then minds and hearts started opening.

We talked about not damming up the river in an attempt to control and harbor our resources, which is how



our brains normally work as humans. It's interesting, at the root of control is typically fear. Fear of not having enough. Fear of running out. Of wondering what people will think. And you know what's even deeper at the bottom of fear? Typically a lie. A lie that God won't take care of you. That He isn't who He says He is. That you are actually unlovable. That you are irreparably damaged. But when we choose to be generous and trust that he will provide, that's when we let the river flow.

It was a great conversation at staff meeting, but little did we know that Monday morning, this theme of living by the river would keep coming up throughout the year.

They say hindsight is always 20/20. At the start of this year, we set out to repeat rhythms that were working for us as an organization, and cut the ones that weren't. We were gonna "feel the rhythm, feel the rhyme" baby. Turns out, 2024 was one of our most disruptive years and at times it felt like there was no rhythm at all.

In June, Cyni announced she was taking a sabbatical effective immediately in order to heal her marriage. Josh, her son and Co Hub



Director here, stepped in as interim Executive Director. We had one of the most complicated summers of overseas trips. Four staff members left in four months. At our biggest fundraising event of the year, A Night for Hope, we didn't hit our goal that night and had to lead 500 people through that disappointment.



Talk about wanting to grasp for control and build a dam of security.

I shake my head as I write this. I don't know how we did it. We could've totally chosen to shrink back, build our dam, and hunker down in fear. But this team chose to stay planted by the river, trusting that the water would keep coming and God would keep showing up.

Cyni came back in August filled with hope. Josh got to go back to his regular role. We had an amazing time overseas and all our travelers came back safe. We hired a new staff member and she's been killing it. We ended up hitting our fundraising goal for A Night for Hope two week later.



It's wild, living this Christian life. So many times I want to run away and build my house on the hill that overlooks the river. I would be safe, cozy, and dry. I'd have all my resources gathered right there with me.

But I come back to that passage in Ezekiel: "Where the river flows, life abounds. Fishermen will stand shoulder to shoulder along the shore...casting their nets."

Ultimately, living by the river and letting it flow is about trust. Whether it's trusting God with my generosity, with the state of my organization, or with my life as a whole, I believe that if I follow him he's going to provide.

This annual report is a snapshot of our budget this year. If you're reading it, it means you gave to The Hope Venture and also lived by the river. Thank you. I hope you found adventure and splendor in your generosity, that you wouldn't have otherwise experienced had you harbored your resources and played it safely. I do believe the river is better.

To letting it flow,
Carli

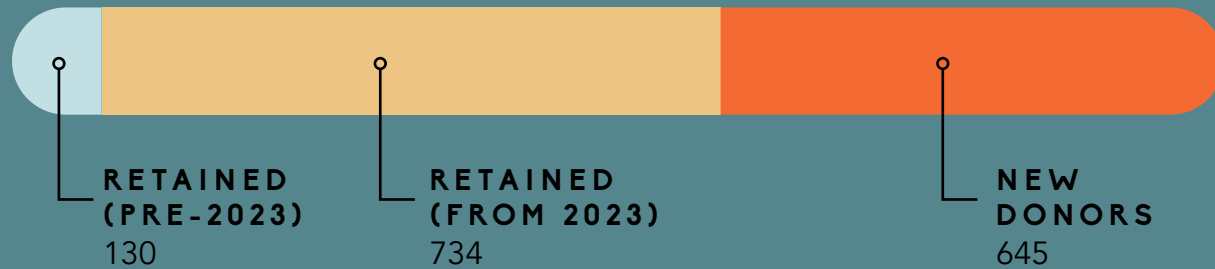


Donors

2024 OVERVIEW

TOTAL DONORS IN 2024
1,509

DONOR RETENTION



HIGHLIGHTS

6 DONOR COACHES

42 NEW STUDENTS SPONSORED AT LBC

356 BACKBONE DONORS

\$122,367.50 RAISED ON DEC 31

AWARDS

MOTAJ AWARD

Bryon Wichman

Moments Of Turn-Around Joy - It's a goal of ours that we will create so much joy that you can't help but turn around and spread that joy to someone else!

STEP AWARD

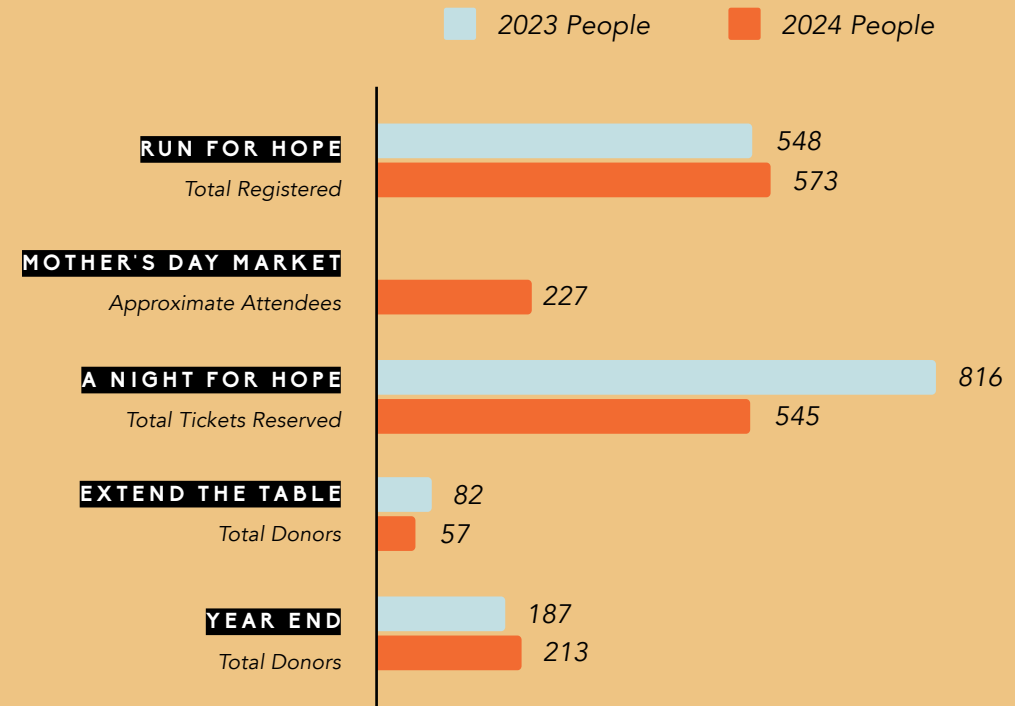
Darryl Nunnelley -accepted on his behalf by his daughter Susan

Awarded for someone who showed up at a moment when we couldn't have taken that step forward without significant investment.

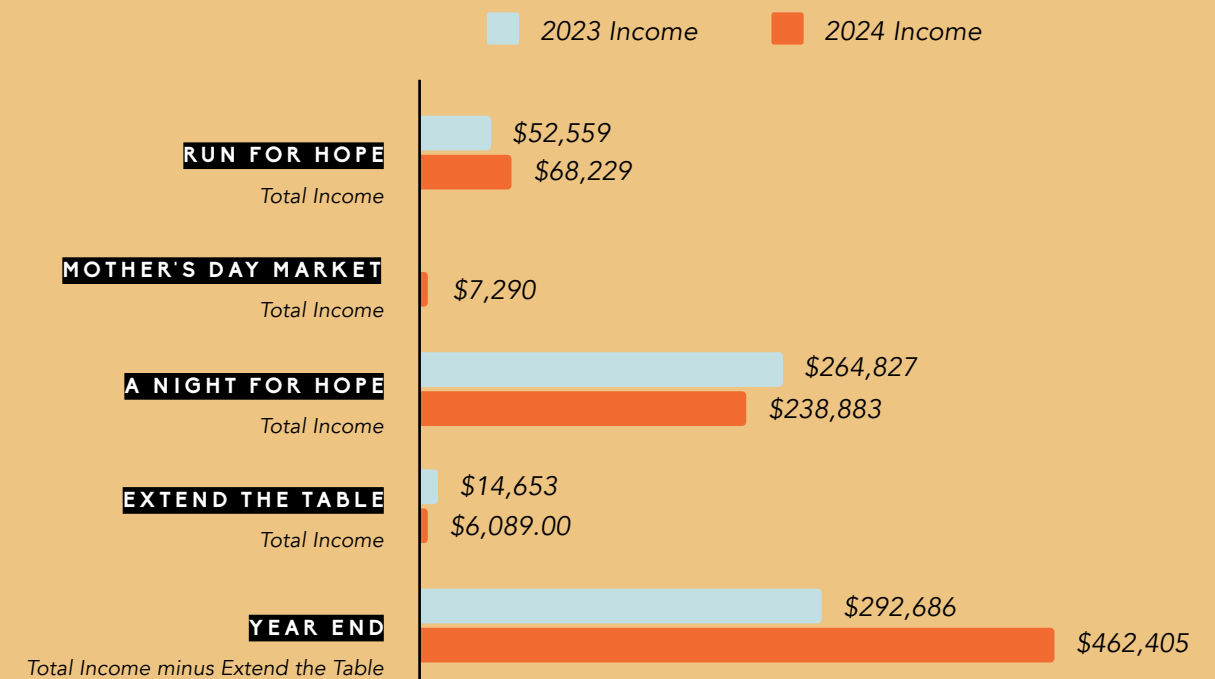
Events/Campaigns

2023-2024 BREAKDOWN

CAMPAIGN RECRUITMENT



CAMPAIGN FUNDRAISING



Staff

THE FACES IN OUR US OFFICE



CYNCI PETERSEN
Executive Director



JOSH PETERSEN
Co Hub Director



JAMES PEREGRINE
Project Manager



CARLI HUSTON
Head of Mass Marketing & Acquisition



AUDREY SCHANO
Donor Coach
(Jan-Jul)



PHIL TRUONG
Operations & Accounting
Coordinator
(Jan-Oct)



LANDON BARTEL
Donor Coach
(Jan-Aug)



CARRIE RAY
Project Coordinator



HANNAH MOSEMAN
Student Coordinator



KACIE HEIDBRINK
Videographer &
Graphic Designer



KATE MLADY
Donor Coach &
Administrator
(Aug-Current)

Interns



CARINA SWANSON
Systems Building
Intern
(Jan-May)



MICHAEL RYAN
Content Intern
(Jan-Current)



NANDINI RAINIKINDI
Social Media Intern
(May-Current)



MIA ACKERMAN
Social Media Intern
(Jan-May)



JOE MARFISI
Project Finance
Intern
(May-Dec)



NATHAN LEIBBRANDT
Project Finance
Intern
(Aug-Current)



SILAS COOL
Accounting Intern
(Nov-Current)

Board

THE LEADERSHIP WE RELY ON



AMY AUCH MOEDY
Chair



BEN COHOON
Secretary



TREY MCGRUDER
Board Member



ED OSBORN
Board Member



AUSTIN EDWARDS
Board Member



CYNCI PETERSEN
Board Member



MEGHAN HARLAN
Board Member



TREMAINE COMBS
Board Member



AMBER DAVIS
Board Member



MOLLY BURGHER
Board Member



MATTHEW RELIHAN
Board Member

Partners

THE KEY LEADERS OVERSEAS



CHARLIE
Southern India



VIVIAN
Uganda



RAJA
Bangalore, India



ERUS
Turkana,
Kenya



ELIJAH
Narok,
Kenya



DR. EMMA
Kampala,
Uganda



MURTY
East India



SUSHIL
East India



ACTS 4 RWANDA
Kigali, Rwanda



AIG
Mathare-Huruma,
Kenya



ANUJA
North India



FANUEL
Mathare,
Kenya



MIRIAM
Kampala,
Uganda

Not Pictured:

BIMAN & JASSON
Bangladesh



The Hope Venture

2024 ANNUAL REPORT



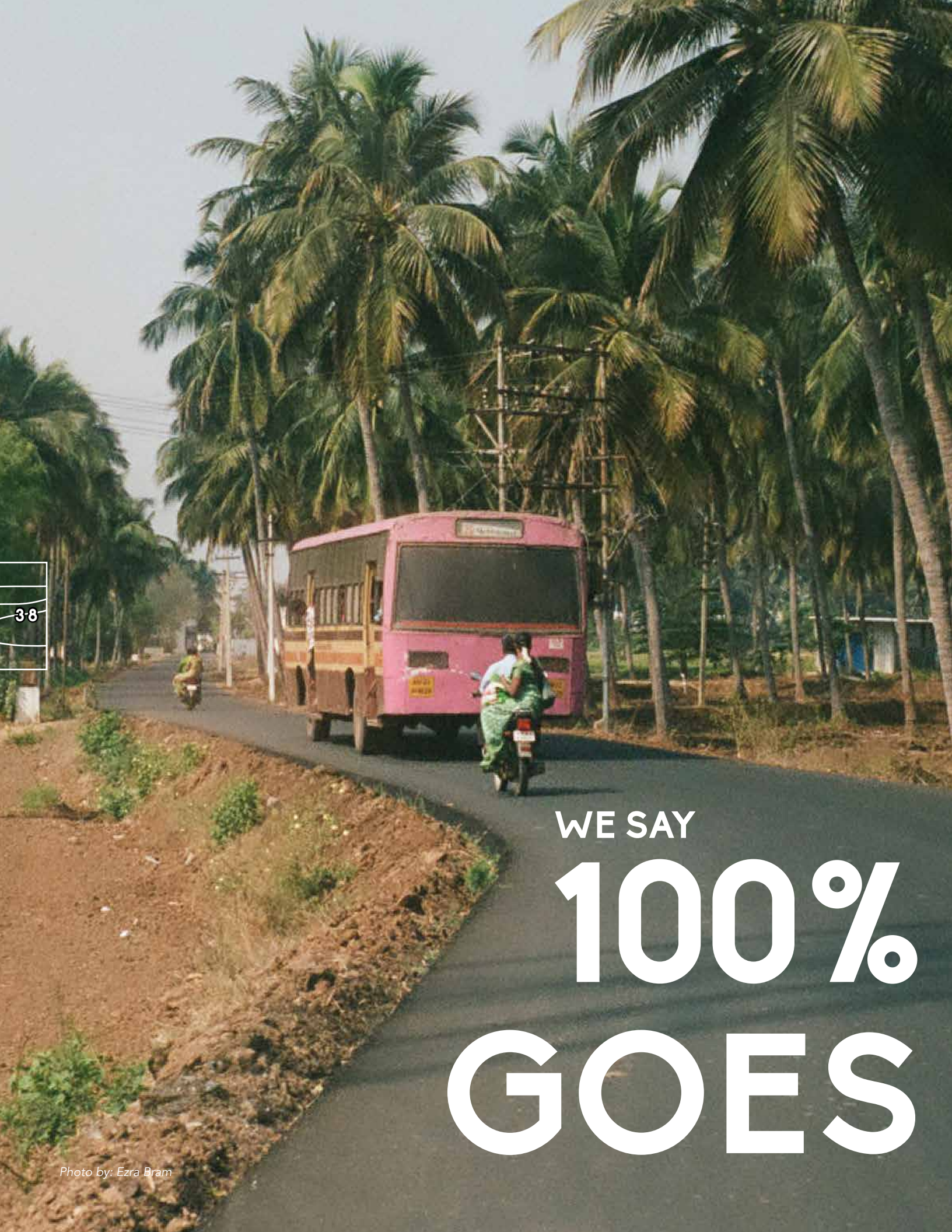
"WE ARE SO SO BLESSED,
BEYOND BLESSED,
UNDESERVEDLY SO— IT IS
A JOY AND HONOR TO GIVE
WHAT WE CAN TO SUPPORT
THIS AMAZING MISSION."

- DESIREE // DONOR



Financials





WE SAY
100%
GOES

Photo by: Ezra Bram

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 should be.

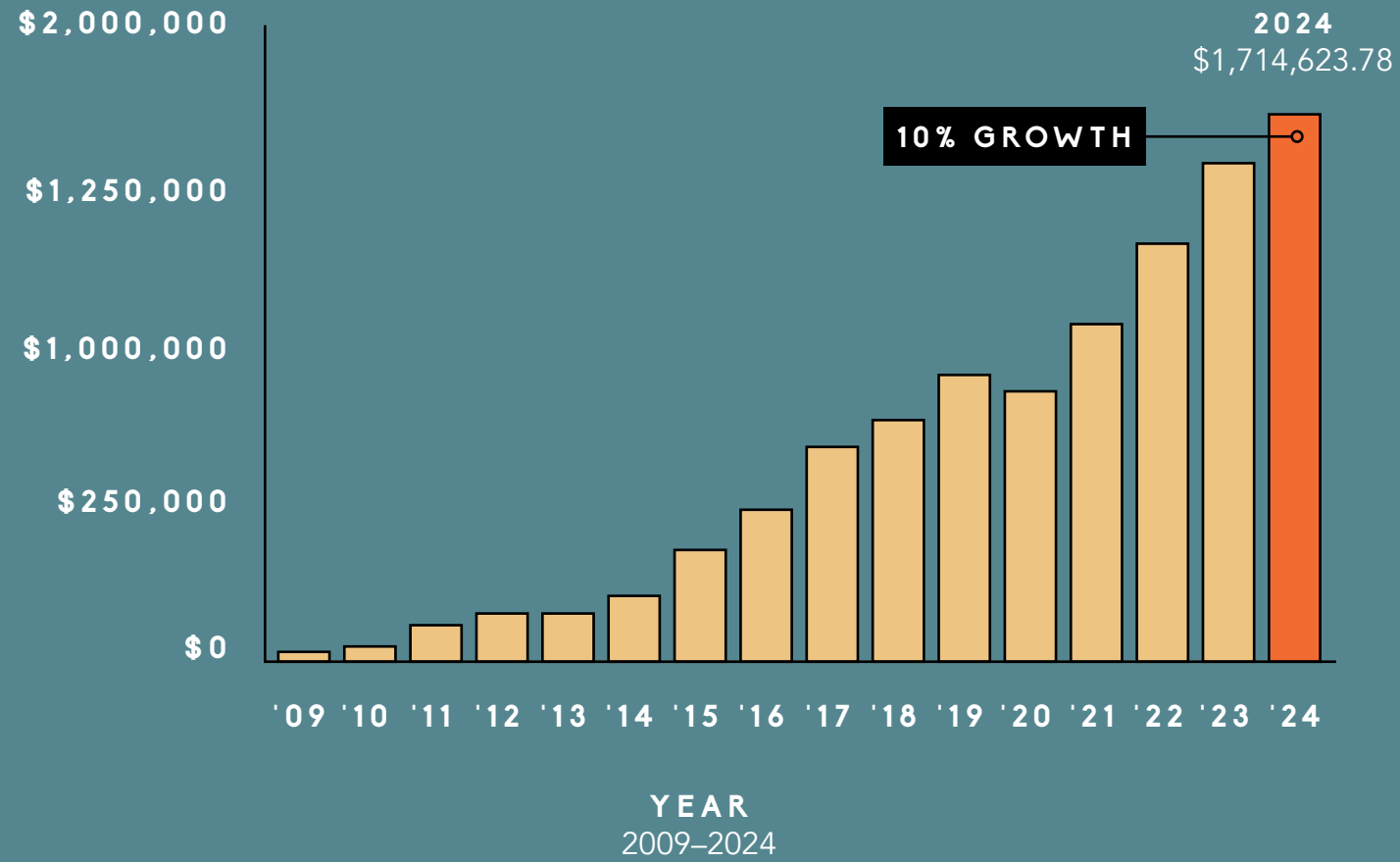
When we founded The Hope Venture 15 years ago, we set out to change that. We wanted to create a way that you could be sure your money went where you thought it was going, and to do that, we decided that we wouldn't take any percentage of your donation to pay for the operating expenses of the organization. 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.



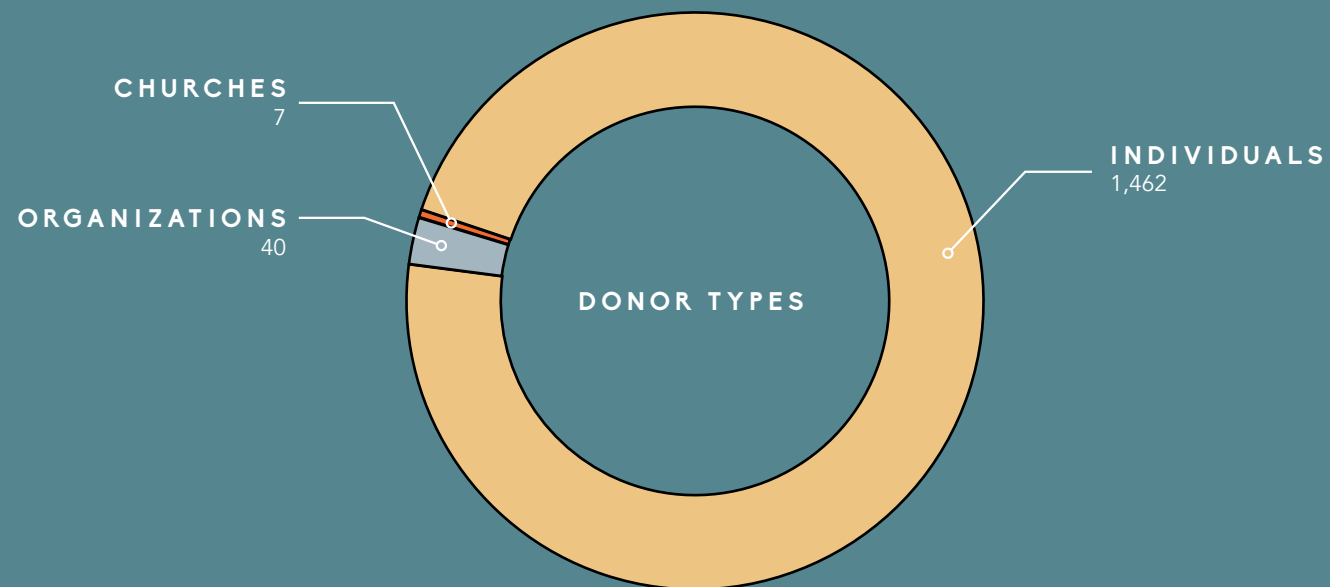
Income

ALL-TIME GROWTH



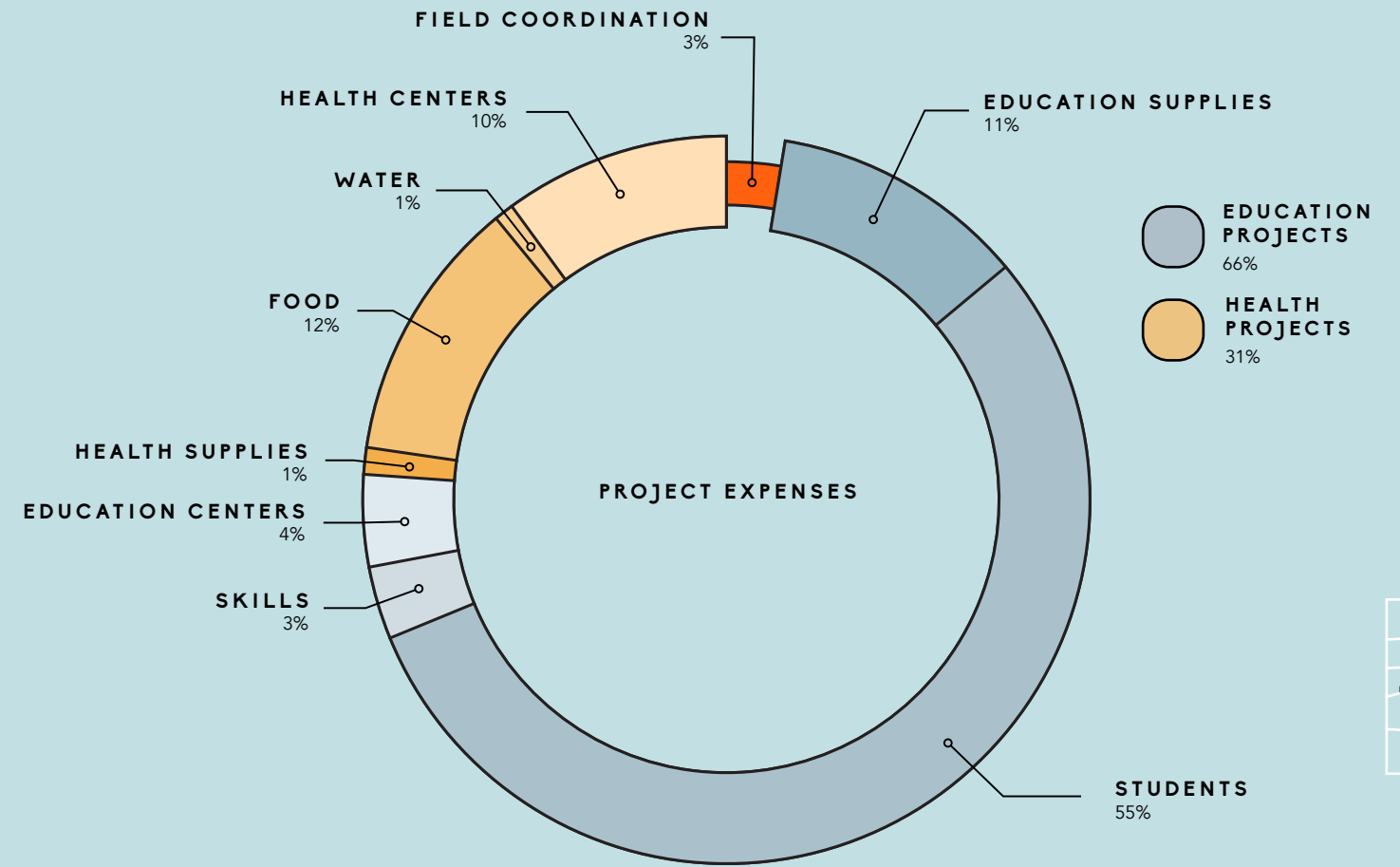
Income

2024 DONOR TYPES



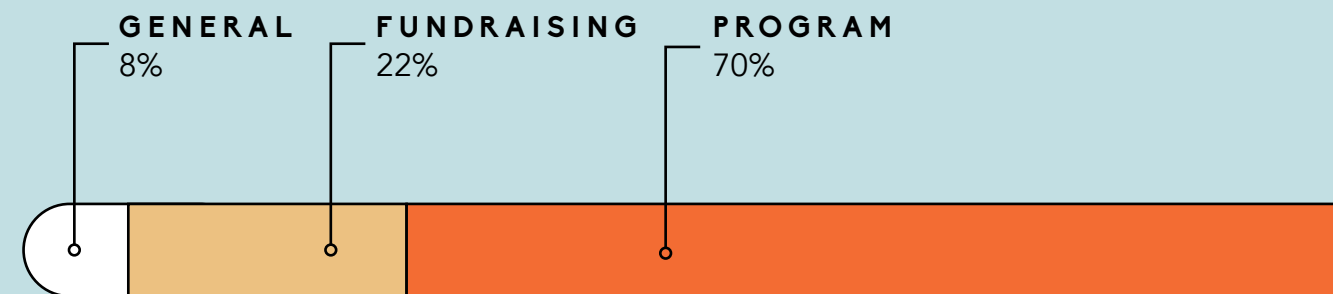
Expenses

2024 PROJECT BREAKDOWN



Expenses

2024 OVERALL BREAKDOWN



Financials

2024 INCOME & EXPENSE

INCOME

10000 · Backbone Contributions	\$623,875.02
15000 · Investments	\$ 17,776.35
16400 · Other Income	\$ 3,560.26
20000 · Event Income	\$ 49,393.74
30000 · Program Contributions	\$ 1,020,018.41

TOTAL INCOME \$1,714,623.78

EXPENSE

50000 · Project Grants	\$ 781,925.40
63000 · Salaries	\$ 486,345.49
64000 · Fees for Services	\$ 9,133.22
65000 · Advertising	\$ 26,309.09
70000 · Office Expenses	\$ 18,653.65
72000 · Information Technology	\$ 1,691.19
73000 · Facilities and Equipment	\$ 18,493.89
74000 · Travel	\$ 130,288.27
79500 · Insurance	\$ 4,007.00
80000 · Events	\$ 49,507.63

TOTAL EXPENSE \$1,526,354.83

Net Income \$188,268.95

Financials

2024 ASSETS

	DEC 31, 24	DEC 31, 23	% CHANGE
Total Assets	\$682,102.87	\$506,543.45	34.66%
Total Liabilities	\$2,385.67	\$15,095.20	-84.20%
Equity			
Unrestricted Net Assets	\$491,448.25	\$453,178.21	8.44%
Net Income	\$188,268.95	\$38,270.04	391.94%
Total Equity	\$679,717.20	\$491,448.25	38.31%%
Total Liabilities and Equity	\$682,102.87	\$506,543.45	34.66%

All-Time Numbers

FROM 2009 TO PRESENT

TOTAL DONORS

6,743

RAISED

**\$10.4
MILLION**

TOTAL RECIPIENTS

100,000+

The Hope Venture

2024 ANNUAL REPORT



What's Next?

"I KNOW IT HAS BEEN AN UPHILL CLIMB THIS YEAR BUT HOPEFULLY YOU CAN SOAK IN THE 15 YEAR MARK AND HELPING 100,000 PEOPLE. THE WORLD IS A BETTER PLACE BECAUSE YOU CARE SO DEEPLY."

- BEN // BOARD





2025 WIG

WHAT'S NEXT?



Each year, we take some time to pause and reflect. What has God been showing us? Where have we been getting off track? What are we doing well? How is God leading us next?

As we evaluate input from partners overseas, and donors here, and all our staff and interns, we listen for themes and points of need. We continue to need to solidify. Our early years had lots of instability, changing interns, big ideas but not really a consistent, scalable way to function. Several years ago you may remember we revamped our Project Strategy to make it more consistent, measurable and scalable. We've come so far since then! This year we evaluated all our projects and averaged a 9.2/10 and are ready to repeat and improve. Over the last two years, we've focused more on our FGH (Fun Generous Hub). What is our method of calling people into this work with us? In 2024, we combined all our Marketing, Media, and Development into one FGH Lane and created a Donor Coach model where we can grow to know our donors better and better, walking side by side with them on their generosity journey, and together do something beyond any one person.

For 2025, we see the need to keep focusing on our FGH. Many of our donors are connected to/friends with our Executive Director. If we are going to grow into the future, we have to see our Donor Coaching model work, growing new (and some current) donors' connection with new donor coaches. We've hired one new part-time Donor Coach starting January 2025, and are committed to hiring one more as needed some time later in 2025. All in all, here's our Wildly Important Goal, our WIG, for 2025:

By the end of 2025, we will bring in \$500k through 4 half-time donor coaches.

We believe everything we do is for, and from, and through, God alone. We don't have any great wisdom, we can't create a system that brings in money or pours out love. For the true Fruit of God's love to be present, our trust is in Him alone. Yet we do see that He has a unique calling on The Hope Venture and we believe He is at work in and through us. We believe we're in Lincoln, NE for a reason. We believe we're here to help call people to generosity, to a collective purpose that none of us has alone. And we believe some of the most disadvantaged people in the world will find hope and dignity through us more and more in days to come. We are going to keep setting goals, keep inviting you into this journey with us, and we are expectant of this wild and beautiful God to keep doing the grand and impossible. Stick with us... there's so much more ahead!

2025



thank you

THEHOPEVENTURE.ORG // @THEHOPEVENTURE // HELLO@THEHOPEVENTURE.ORG //
315 S 9TH ST #200 LINCOLN, NE // CYNCI'S CELL: 402.802.8296

