



# TOGETHER

TOGETHER



2020 Annual Report

# MISSION



We inspire people through the power of shared experiences to believe all things are possible through faith, hope, and prayer.

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# Together for 75 Years

MARGARET PEALE EVERETT



“We Are All in This Together” signs have been seen everywhere in recent months, telling us that even in the midst of a global pandemic, we are not alone. It is a phrase that has brought us together in many ways when, in our individual lives, we often feel alone and isolated. As we’ve seen repeatedly over the years, disasters and hardship tend to bring people together in new ways.

“Together” is our theme for this year’s Annual Report, for a year that marks Guideposts’ 75th anniversary. *Guideposts* magazine, begun in 1945, coincided with the challenges of rebuilding lives after World War II. Now, all these years later, Guideposts is still here and still having an impact through the challenges of the twenty-first century and the COVID-19 pandemic. I believe God had a plan for Guideposts then and still does today. Guideposts’ mission is to inspire people to believe that all things are possible through faith, hope, and prayer. We could not fulfill that mission without the help of donors and our dedicated staff who generously support our work. Both are needed to provide the printed material, prayer ministry, and outreach that still inspire many today. In our 75th year, Guideposts brings people together through our:

- prayer ministry—praying for over one million personal prayer requests annually
- books, magazines, and booklets—inspiring people to believe that all things are possible through faith, hope, and prayer
- complimentary material provided to people in veteran’s homes, nursing homes, and hospitals
- Comfort Kits given to hospitalized children
- outreach services to the military and their families
- website, social media, and apps

Guideposts is an organization that cares for people and provides spiritual resources for them through an array of products and services. You, our donors, have become part of the team as we work together to help even more people. We value every single one of you and, with your help, will continue to inspire people to believe that all things are possible through faith, hope, and prayer.

May God bless you, now and always,

*Margaret Peale Everett*

Chair, Guideposts Foundation

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# A Community of Faith

## JOHN TEMPLE



As the challenges of this past year unfolded, I've often reflected on the wisdom of Dr. and Mrs. Peale in choosing the name of our organization—Guideposts.

A *guidepost* is a "post placed at the point of division . . . of two or more roads . . . directing travelers on their way." A guidepost doesn't demand that you follow it or judge you for taking a different path; it simply stands there, strong and reassuring, helping you to get where you should be.

This year we've experienced many crossroads as a country and as a community of faith. We've faced crucial decisions at seemingly each turn: whether to choose hope over despair, positivity over cynicism, community over isolation, gratitude over condemnation. In response to all that was going on in the world, the Guideposts community answered the call to remind people of the power of faith and prayer. To support our community's spiritual health, we held virtual prayer events, provided free faith-affirming content through our #someonecares program, and created (in a matter of days!) a devotional for people to use to help them through the pandemic.

We saw significant increases in people seeking help in supporting and growing their spiritual practice through our devotional and prayer programs. We saw surges in traffic to our digital content designed to connect the Guideposts' community to God's grace during times of anxiety, stress, and uncertainty. We also witnessed an increasing number of people who simply wanted to be comforted through our faith-affirming nonfiction stories as they sought a positive respite from the negative news of the day.

Through it all, your support allowed us to be there for people at a time when they needed it most.

Thank you and God bless you all,

A handwritten signature in blue ink, appearing to read 'John Temple'.

John  
President and CEO





Our vision is a world filled with hope. Faith empowers our work to help build a positive world united in understanding, empathy, and compassion. In all we create, we are the reassuring voice of a trusted friend—a friend who makes you feel more hopeful and connected.



Guideposts reaches millions of people each year with messages of faith, hope, and prayer.



# THE GUIDEPOSTS PROMISE

Guideposts is here to help you.

Here to listen without judgment

Here to reassure and comfort

Here to inspire and energize

Here to pray and strengthen

Here to bring joy and laughter







**“Coming together  
is a beginning; keeping  
together is progress;  
working together is success.”**

Edward Everett Hale

**WORKING  
TOGETHER**

## Together.

So much in this world seems to drive people apart instead of drawing us together—and perhaps that’s never been more true or more pronounced than in recent months. Has any moment in time ever been so fraught with occasions to isolate, separate, and insulate us—from family, neighbors, and even from God?

In such times as these, the words of the nineteenth-century writer Edward Everett Hale are no less true and no less important than when they were first written: “Coming together is a beginning; keeping together is progress; working together is success.”

At Guideposts, everything we do is ministry, and it all works together to inspire faith, hope, and prayer in people of all kinds, from all walks of life, all around the world. Donor support makes it possible for us to provide both free and paid-for products and services that minister to people in need every day.

In the pages of this annual report, you’ll see how beautifully your investment allows Guideposts to continue to provide and consistently extend our reach, bringing people together with God and each other, such as:

- the hundreds of thousands of people who came to *SomeoneCares*, Guideposts’ new coronavirus-related website and app to assuage isolation and receive crucial resources and encouragement;
- the people, young and old, who are blessed by prayer through the OurPrayer ministry;
- veterans and military personnel receiving personally signed greeting cards and in-person staff visits at military bases and VA facilities;
- sick and injured children whose spirits are lifted by Guideposts for Kids Comfort Kits;
- individuals recovering from addiction with the help of the new digital platform and app, *R2Q (Resolve to Quit)*;
- over 400,000 individuals whose devotional practice is anchored by the best-selling yearly devotional book, *Daily Guideposts*.

**“How good and pleasant it is when God’s people live together in unity!”**

Psalm 133:1 (NIV)

Included in all the numbers and examples are men, women, and children who are helped to connect with and draw closer to God and each other. The contributions of generous and committed people coming together, keeping together, and working together make the Guideposts community a beautiful and impactful partnership that reaches around the world.

**“They all joined together  
constantly in prayer . . .”**

Acts 1:14 (NIV)

A hand is shown in a prayer position, with fingers together and palm facing up, set against a vibrant sunset background. The sun is low on the horizon, creating a bright glow and lens flare effects. In the background, a silhouette of a cross is visible on the right side.

**TOGETHER  
IN PRAYER**

Prayer brings people together. It spans oceans. It crosses miles. It transcends space and time, drawing people closer, bringing calm, deepening relationships, and meeting needs.

Guideposts' prayer ministry, an important effort supported by our donors, ties together everything we do and brings people together, reaching them where they are: near or far, morning and evening, at home and at work, alone and in groups, on the phone, via email, and on the web.

OurPrayer, Guideposts' vibrant and far-reaching prayer community, is a daily, 24/7 effort, bringing help, hope, and comfort into people's lives around the world. The OurPrayer Facebook page involves more than 1.6 million people in prayer efforts, joining together in a worldwide community, while more than 193,000 people follow Nuestra Oracion, the Spanish language version of OurPrayer Facebook. The OurPrayer Instagram account reaches 131,000 active followers with beautiful visual encouragements to prayer.

In addition to the extensive reach of our prayers via social media, the Guideposts website drew a constant flow of prayer requests in fiscal year 2020—approximately 12,000 each month—from men, women, and children around the world. Free e-book collections on the website, including those related to prayer, were downloaded by nearly 26,000 users last year. E-mail also provided a vehicle for prayer, as more than 145,000 subscribers to our weekly *Power of Prayer* e-mail newsletter received uplifting stories, articles, and prayer tips. Emblematic of that commitment to prayer are the Monday-morning prayers offered by Guideposts staff, who gather to lift to God the countless needs that come before them.



Even amid numerous new challenges relating to the global pandemic, we held 10 Days of Prayer, including our two flagship events, Thanksgiving Day of Prayer and the Good Friday Day of Prayer. The Good Friday Day of Prayer, held on Facebook Live and led by Pastor Ty'Ann Brown during Holy Week 2020, brought together those who turned to our prayer community for a joyful and dynamic fellowship.

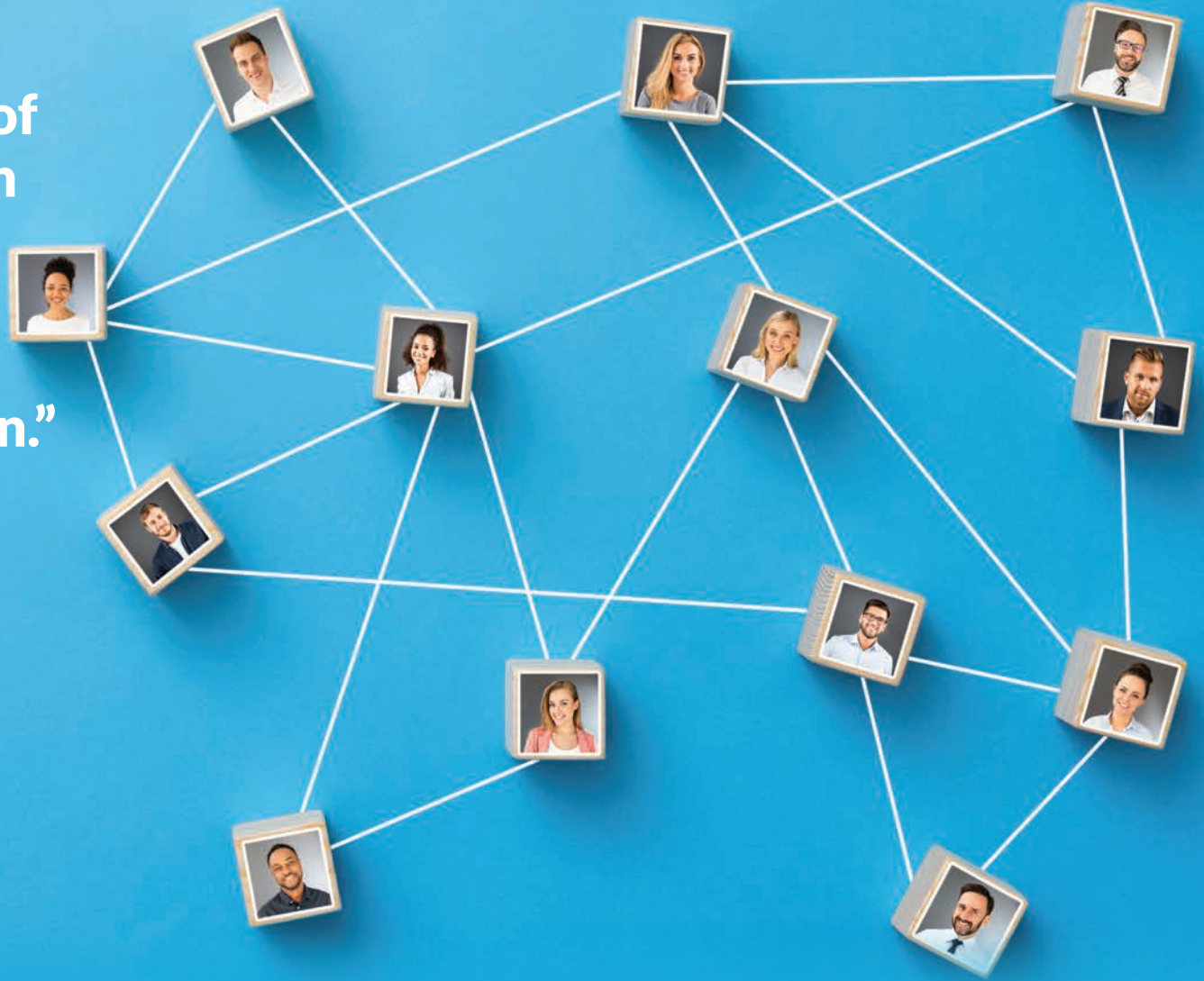
Each of these efforts have taken on a vital and vivid life of their own as participants on our website, social media, and at live events not only request prayer for themselves, but respond with alacrity to nudges and reminders to pray for one another, creating and sustaining a prayerful synergy that vastly expands the ministry.

**“The beauty and power of our prayer community comes from individuals joining together with great compassion in unity and faith.”**

Ty'Ann Brown, Vice President of Ministries

“The impact of  
our efforts in  
‘forgotten  
places’ is  
certainly  
not forgotten.”

Ty'Ann Brown



# REACHING OUT TOGETHER

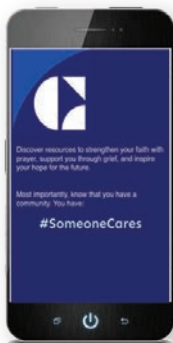
TOGETHER



Helen Keller said, “Alone we can do so little; together we can do so much.” The truth of her words is repeatedly and forcefully shown in the impact of Guideposts’ donors through the organization’s many outreach efforts.

Giving and working together, Guideposts’ donors, staff, and volunteers distributed 3,000,000 publications designed to offer hope, inspiration, comfort, and direction in challenging times.

Two new initiatives demonstrated the vision of Guideposts’ leadership, together with the responsiveness and flexibility of the organization. A new outreach publication called *Never Alone*, which launched this year, is among the 1,250,000 free booklets distributed to encourage individuals in their most vulnerable moments and sustain them during their daily struggles.



When the coronavirus began to inundate people’s lives, Guideposts President and CEO John Temple tasked the Guideposts team with the creation of *SomeoneCares*, a coronavirus-related app and website channel. These resources were launched in May 2020 and were viewed 392,000 times in the first few weeks after launching.

Every free download, video, publication—every life touched, every heart lifted—is made possible by the synergistic combination of donor support and revenue from paid product sales—a model that is unique to the Guideposts strategy. Together, we bring faith, hope, and prayer to a growing and thriving network of friends and neighbors.

“Two are better off than one, because together they can work more effectively.”  
Ecclesiastes 4:9 (GNT)

**“Thank you for the ways you minister to those in forgotten places. We truly appreciate your support and encouragement. Blessings of hope and peace in Christ our Lord.”**

Chaplain Nick Meyer



**“Serving those  
who have served  
our country is a  
complete honor.”**

Ty'Ann Brown

**TOGETHER  
IN SERVICE**

A deployed soldier in danger's path. A military servicewoman, far from home, missing her children. A retired officer in a veterans' hospital. An overworked and under-resourced chaplain. A wounded sailor returning home.

These are the kinds of brave men and women whose hearts and lives were touched this past year, thanks to your support. This sort of connection to military personnel dates back to the very first issue of *Guideposts* magazine, a four-page booklet that was created with the needs of soldiers returning home from World War II in mind.

This year, Guideposts refined our outreach program to every branch of the US Armed Services. We interviewed the chaplains and military personnel who utilize our ministry and faith-filled publications, both in print and online, and were gratified to learn that active-duty personnel, families of servicemen and servicewomen, and veterans continue to seek and find inspiration in our materials.

In addition to Guideposts' main website, which offers many resources for military personnel and families (such as "Moving Tips from an Introverted Military Spouse," "Enjoy Life Even When a Loved One is Deployed," etc.), we enhanced our website for military and VA partners to use as they ask for prayer support, download inspirational e-booklets to their phone or tablet, order printed booklets to share on base or in the hospital room, or look for stories and articles that are tailored to their needs.

Video has also become a helpful vehicle for serving the 500,000 US troops who serve outside the country, as well as US government civilians and their families stationed overseas in over 166 countries. American Forces Network (AFN) asked Guideposts to help produce a video series called "Keep the Faith," hosted by TyAnn Brown, in which she shared faith and prayer tips. The series is also broadcast to thousands of veterans on closed-circuit TV in VA Medical Centers across the nation (more information on this initiative is available at [guideposts.org/afn](http://guideposts.org/afn)).

Such high-tech efforts are intentionally complemented by high-touch moments, as Guideposts staff and others conducted 10 visits to military bases and VA medical centers, distributing our latest publications and offering spiritual support and fellowship with chaplains and their staff, as well as the troops and veterans in medical centers.

Knowing the separation and loneliness that so often affect military personnel, Guideposts also distributed 100,000 personally signed greeting cards during the holiday season and Military Appreciation Month in May.


We also distributed 326,000 booklets and 419,000 copies of *Guideposts* magazine. And *Daily Guideposts* continues to be in high demand; this year 50,000 complimentary copies were distributed, along with other hugely popular print materials.

It's an honor to serve those who serve us and to work together to inspire military personnel and their families to believe that all things are possible through faith, hope, and prayer.

"For where two or three are gathered together in my name, there am I in the midst of them."

Matthew 18:20 (KJV)





**“Thank you for the Comfort Kits! The looks on the kids’ faces when they receive them say it all! I cannot tell you how much these kits are appreciated.”**

a medical center chaplain

**CARING  
TOGETHER**  
TOGETHER

There's nothing like seeing the face of a child light up with joy because someone cared, someone reached out, in love and compassion. And for a sick or injured child, or a child awaiting an operation, such moments are even more inspiring. Ty'Ann Brown, Guideposts' Vice President of Ministries, rejoices in reports of those moments, like a thank-you letter she received from Melissa, Director of Child Life Services at Harbor UCLA, that "melted my heart, to know that our donations help their patients and families through the toughest times during their hospitalizations."



Your partnership enabled Guideposts for Kids Comfort Kits to be distributed this year to 11,150 sick, injured, and hospitalized children. Each kit included a journal, a stress ball, stickers, crayons, and the Comfort Kit mascot, Sparkle, a stuffed toy who never fails to spark delight. Heading into its 15th year, the Comfort Kit ministry has brought warmth and hope to more than 235,000 children and their families. And this past year, we added seven new hospitals to the hundreds already partnering with us in distributing the kits.



Fiscal Year 2020 also saw the launch of a new bimonthly publication called *Strength & Grace*, a devotional magazine created specially to help adult caregivers feel God's love and encouragement so they can gain the courage, strength, and peace needed to meet each day. Each day's reading offers an uplifting true story, scripture, and prayer, helping caregivers to see the blessings of providing care in spite of the struggles, dispensing encouragement to help them face their challenges with confidence, hope, and even joy. In addition to being available by subscription, copies were distributed to many assisted-living and rehabilitation centers along with cancer treatment centers in the Guideposts network.



"Together we can do great things."  
Mother Teresa



**“Sometimes,  
love brings you  
together even  
as life keeps  
you apart.”**

Mitch Albom

# **TOGETHER IN RECOVERY**

TOGETHER IN RECOVERY

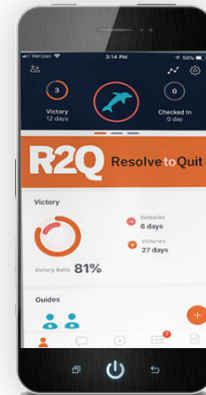
Those who have struggled with addiction know better than most that their best chance for recovery—sometimes their only chance—is found in faith, hope, and prayer.

That's why, thanks to you and your support, Guideposts launched the mobile digital platform for people suffering from addiction, *R2Q (Resolve to Quit)*, which continued this year to focus on spiritual well-being as a key element in recovery, bringing together the transformative power of Guideposts' stories, community support, and service. By partnering with some of the nation's most trusted treatment facilities and advocacy organizations, particularly those in underserved communities, R2Q's mission is encouraging people to believe that there is hope in recovery.

This new platform, consisting of both mobile- and web-based applications, allows partnering treatment centers to customize it to meet their clients' needs. Online coaching sessions and meetings with peers augment patients' aftercare support. Portability means they can reach out and receive the support they need wherever and whenever they need it.

This year, a Guideposts team presented the app to more than ten new sites in the New York metropolitan area, New Jersey, Tennessee, and Iowa. Some partnerships have been delayed due to the pandemic, but in the interval, the unique features of this mobile application have been improved and enhanced, resulting in a powerful tool to help people of all ages from teens through adults, begin and successfully continue on the path of recovery. As conditions—including additional funding and technological support—allow, we plan and pray for future enhancements and further implementation of the R2Q program.

“And in him you too are being built together to  
become a dwelling in which God lives by his Spirit.”  
Ephesians 2:22 (NIV)



# TOGETHER ACROSS GENERATIONS

Marjorie Thomas doesn't recall exactly when it started.

She was living in the Upper St. Clair neighborhood of Pittsburgh, near her loving Christian parents, who had raised her in Sunday school and church.

"I lived close to them, and one day when I came to the house, which happened often, my mother handed me a newspaper clipping." It was an article by Norman Vincent Peale that had appeared in *The Pittsburgh Press*.

"My mother would read the newspaper faithfully every day, so she'd started reading Dr. Peale's articles, and she thought I'd like them and find them helpful. She'd save them for me and hand them to me when I'd come over. Then, after I moved away, she would mail them to me."

"Soon," Marjorie says, "I joined Dr. Peale's organization in Pawling New York, The Foundation for Christian Living, and every once in a while, I got a book, and then I joined the Bible Club and subscribed to the publications. But it all started with my mother sending those articles. They've all been such a help and encouragement to me, I don't know what I'd have done without Guideposts. I've grown much stronger in my faith through the readings and the people. If I need prayer, I know I can pick up the phone and someone will pray for me."

Marjorie believes wholeheartedly in the mission and vision of Guideposts, to the extent that she's donated monthly for years, has supported Guideposts with annuities, and has named Guideposts Foundation in her will. She finds joy in working together with Guideposts in such worthy efforts as providing support to the military and sending Comfort Kits to children in hospitals.

"Guideposts has so many good publications, *Guideposts*, *The Joys of Christmas*, the booklets—I always get a bunch of them to send to family and friends and share with others, and they appreciate getting them, as I appreciate Dr. Peale's articles all those years ago. I know my mother would be pleased, and my father, too. They would be happy that we still share so much together." And in a way, Marjorie is continuing her mother's efforts, begun in Pittsburgh so long ago.







# JOIN OUR FAITH SOCIETY

Enjoy many benefits, knowing that your annual gifts to Guideposts are inspiring the world to believe that anything is possible with faith, hope, and prayer.

Guideposts Faith Society Benefits by Level	Your Annual Contribution				
	Spiritual Pillar \$500-\$999	Joyful Patron \$1,000-\$2,499	Positive Steward \$2,500-\$4,999	Prayerful Pillar \$5,000-\$9,999	Inspiring Angel \$10,000+
Guideposts Faith Society Gift	✓	✓	✓	✓	✓
Special Discount Offers on Guideposts Publications	✓	✓	✓	✓	✓
Guideposts Foundation Positive Impact Newsletter	✓	✓	✓	✓	✓
Special Digital Up-date and Inspirational Message	✓	✓	✓	✓	✓
Free Guideposts Book in ePDF or ePub version	✓	✓	✓	✓	✓
Special Discount Offer on Guideposts Writing Course Video Series of "How to Tell a Good Story"	✓	✓	✓	✓	✓
One-Year Print Subscription to a Guideposts Publication (Current subscribers may extend subscriptions one year or gift it!)	✓	✓	✓	✓	✓
Recognition in Guideposts Annual Report	✓	✓	✓	✓	✓
Personal Liaison for Prayer Requests & Questions		✓	✓	✓	✓
Invitation to the Guideposts Days of Prayer		✓	✓	✓	✓
Exclusive Preview of Select Guideposts Articles (via E-Mail)		✓	✓	✓	✓
A Guideposts Christmas Gift		✓	✓	✓	✓
Invitation to attend biennial Guideposts Inspirational Retreat			✓	✓	✓
Invitations to all Guideposts Connects' Events (May include member of Guideposts Senior Leadership, Editorial or a <i>Daily Guideposts</i> Writer)			✓	✓	✓
Personal opportunity to speak with a Member of Guideposts Management Team				✓	✓
Invitation to tour Guideposts Editorial Offices in NYC				✓	✓
Invitation to Curator Tour of Peale History & Visitors Center				✓	✓
Personal opportunity to visit with a Member of Guideposts' Senior Leadership Team					✓

**Questions? Contact Guideposts Foundation's Team  
at [Membership@Guideposts.org](mailto:Membership@Guideposts.org) or call (800) 728-5653, ext. 4**

Based on a donor's total giving during Guideposts' Fiscal Year, July 1, 2019 - June 30, 2020. Benefits as of May 2018 and are subject to change. Guideposts is a registered 501(C)(3) nonprofit organization.

# THANK YOU



Our deepest thanks go to everyone  
who has been moved to support  
Guideposts in whatever way they can!



We would like to extend our deepest thanks to the following individuals for their extraordinary generosity. The members of the Guideposts Founders Society have cumulative lifetime giving of \$25,000+ in contributions and funded planned gifts.

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The Lloyd and Mabel Johnson Foundation  
Mr. and Mrs. Wayne Macomber  
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Mr. and Mrs. Jerre Stead

### **Gold** **\$500,000-\$999,999**

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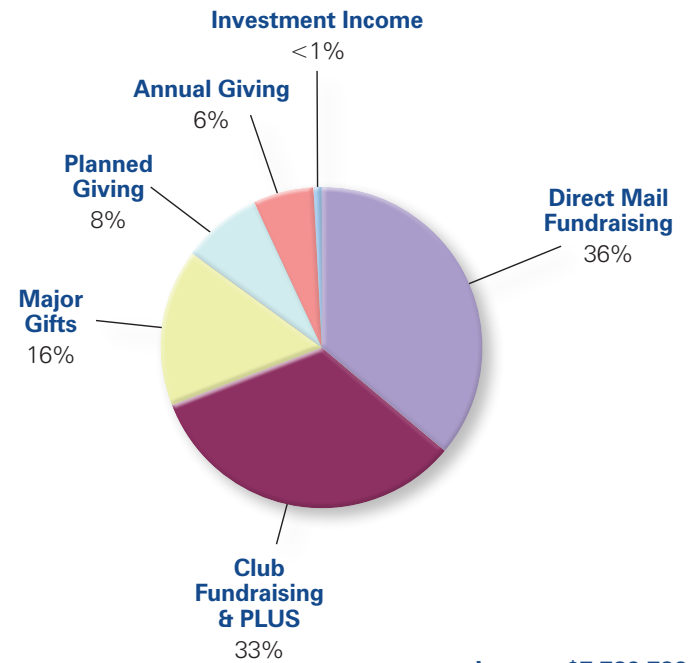
# FINANCIALS

## Income

FOR FY 2020  
JULY 1, 2019 — JUNE 30, 2020

### GUIDEPOSTS FOUNDATION INCOME

Direct Mail Fundraising .....	\$2,813,193	.....	36%
Club Fundraising & PLUS .....	\$2,546,018	.....	33%
Major Gifts .....	\$1,274,716	.....	16%
Planned Giving .....	\$638,373	.....	8%
Annual Giving .....	\$444,841	.....	6%
Investment Income.....	\$22,599	.....	<1%
<b>Total .....</b>	<b>\$7,739,739</b>	<b>.....</b>	<b>100%</b>



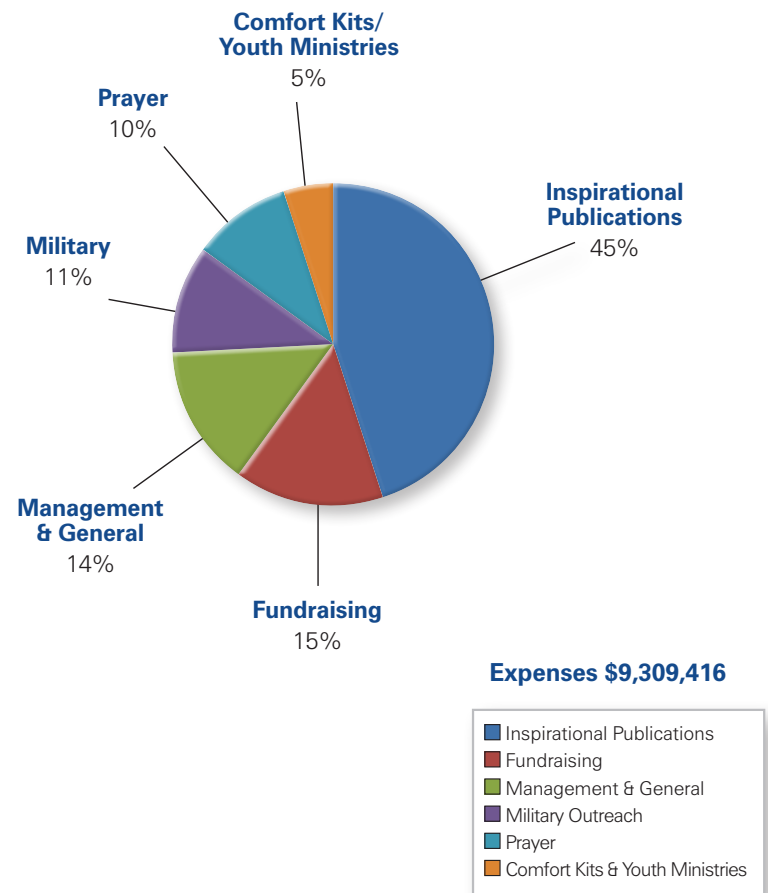


# Expenses

FOR FY 2020  
JULY 1, 2019 — JUNE 30, 2020

## GUIDEPOSTS FOUNDATION EXPENSES

Inspirational Publications.....	\$4,227,745	45%
Fundraising .....	\$1,427,097	15%
Management & General.....	\$1,317,206	14%
Military .....	\$973,245	11%
Prayer .....	\$906,868	10%
Comfort Kits/Youth Ministries .....	\$457,255	5%
<b>TOTAL .....</b>	<b>\$9,309,416</b>	<b>100%</b>



# WAYS TO GIVE

**Every Gift Makes A Difference!** Thanks to your generosity, Guideposts can meet the needs of people who are longing for God's presence and promises. There are many ways to give your support and make a difference.

Your help supports Guideposts Outreach Ministries with gifts made by cash, check, and credit card, as well as gifts of appreciated securities, such as stocks or mutual funds. Special needs and opportunities arise, and many donors choose to invest via a major gift to underwrite these types of projects, giving outright or pledging over several years.

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what matters most. **Go to [FreeWill.com/](https://www.freewill.com/) Guideposts** to get started.

**Charitable Gift Annuities:** A Guideposts Charitable Gift Annuity is an excellent way to make a gift now, gain tax benefits, and receive payments for life. Guideposts pays a competitive rate and has an outstanding reputation of payment. Upon the death of the named annuitant(s), the remainder is distributed to the ministry programs of Guideposts.

**Charitable Trusts:** The Guideposts Foundation will serve as trustee of such trusts if they have an initial principal amount of a minimum of \$100,000 for charitable remainder trusts, or \$250,000 for charitable lead trusts.

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**Gifts of Securities:** Appreciated securities are an excellent way to give to Guideposts Ministries. Through a precise process, you may transfer shares to Guideposts. This may allow you to bypass capital-gains tax and increase your charitable deduction. It is important to follow the process exactly, so please contact us, and your financial professional, for further information.

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**For information and assistance please call us at 800-728-5653 ext. 3 or visit [www.Guideposts.org/support](https://www.Guideposts.org/support).**

# OUR FOUNDERS



In 1945, husband-and-wife team Norman Vincent Peale and Ruth Stafford Peale had a vision—to help people find and use faith in their day-to-day lives. They published a four-page booklet featuring true stories from both “ordinary” people and celebrities who sought meaning and purpose in the hope of uplifting and encouraging others.

Guideposts was born, the inspiration for its name coming from signs to guide travellers at forks in the road. Today, Guideposts inspires people through the power of shared experiences to believe all things are possible with faith, hope, and prayer.

**In all we do, we affirm the positive,  
unite rather than divide, and meet people  
where they are on their spiritual journeys.**

**We help them know that they are  
not alone and empower them to transform  
their lives and the lives of others.**



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