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

Guideposts Foundation
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Together for 75 Years
MARGARET PEALE EVERETT
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,

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.

- **3 MILLION** Outreach Materials Distributed
- **7 MILLION** Magazine & Book Readers
- **3.1 MILLION** E-mail Subscribers
- **3 MILLION** Social Media Users
- **1 MILLION** Monthly Site Visitors
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
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.

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.

“How good and pleasant it is when God’s people live together in unity!”
Psalm 133:1 (NIV)
“They all joined together constantly in prayer . . .”

Acts 1:14 (NIV)
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
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

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 Ty’Ann 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).

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
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
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)
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.

<table>
<thead>
<tr>
<th>Guideposts Faith Society Benefits by Level</th>
<th>Spiritual Pillar $500-$999</th>
<th>Joyful Patron $1,000-$2,499</th>
<th>Positive Steward $2,500-$4,999</th>
<th>Prayerful Pillar $5,000-$9,999</th>
<th>Inspiring Angel $10,000+</th>
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<td>Guideposts Faith Society Gift</td>
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<td>Recognition in Guideposts Annual Report</td>
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<td>Personal Liaison for Prayer Requests &amp; Questions</td>
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<td>A Guideposts Christmas Gift</td>
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<td>Invitation to attend biennial Guideposts Inspirational Retreat</td>
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<td>Invitations to all Guideposts Connects’ Events</td>
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<td>Personal opportunity to visit with a Member of Guideposts’ Senior Leadership Team</td>
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Questions? Contact Guideposts Foundation’s Team at 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.
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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Supporters
$100-$499.99
Supporters: 9,621
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%

Total ........................................ $7,739,739 ............ 100%

Income $7,739,739
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%

TOTAL.........................................................$9,309,416………………100%
WAYS TO GIVE

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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.

A Bequest Through Your Will: This is the simplest way to make a gift; you only have to add the following specific language to your will naming Guideposts Foundation as a beneficiary: “I give, devise, and bequeath ________ (a certain sum, a percentage of the estate, or the remainder of the estate) to Guideposts Foundation, 100 Reserve Road, Suite E200, Danbury, CT 06810.” (A specific program may be designated.) If you need to create a will, Guideposts has a new resource for you. Guideposts Foundation has partnered with FreeWill to support you, your loved ones, and the things you’ve been blessed with. Using their online tool, you can write a legal will for free and get peace of mind knowing that you’ve protected what matters most. Go to FreeWill.com/Guideposts to get started.

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For information and assistance please call us at 800-728-5653 ext. 3 or visit www.Guideposts.org/support.
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.