

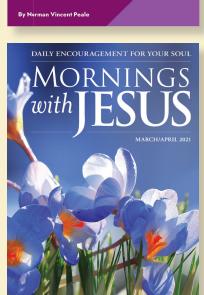
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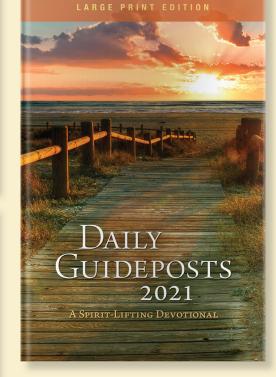
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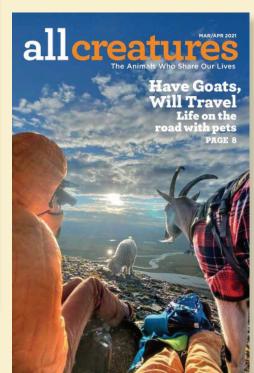


GuidepostsOutreach











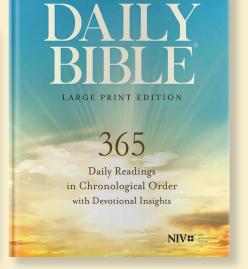
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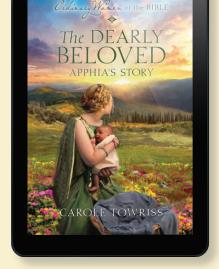
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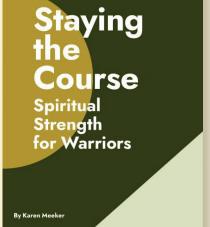
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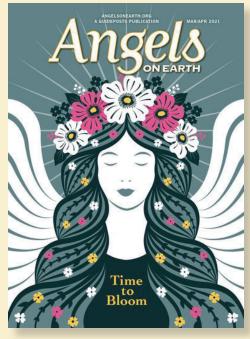
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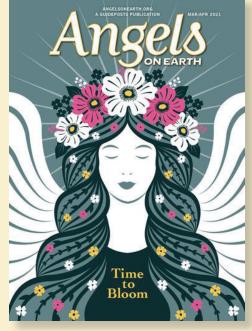


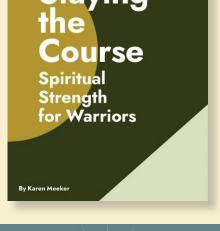










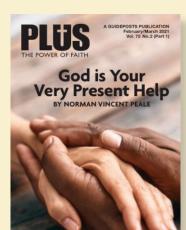












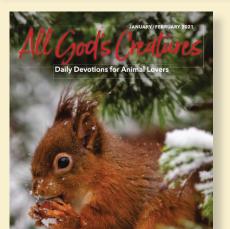


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A Legacy of Gratitude

Guideposts was founded in 1945 by Dr. Norman Vincent Peale and his wife, Ruth Stafford Peale. Their vision was to help people find and use faith in their day-to-day lives.

Dr. Peale was one of the foremost motivational speakers and ministers of the 20th century and author of the inspirational bestseller, The Power of Positive Thinking, first published in 1952.

Meanwhile, Mrs. Peale led the ministries at the Peale Center for Christian Living (later merged with Guideposts) and served as chair of the board of Guideposts. We are grateful for the Peales' legacy of improving people's spiritual lives.

For more than 75 years, Guideposts has continued to inspire millions of people to believe that all things are possible with faith, hope, and prayer.

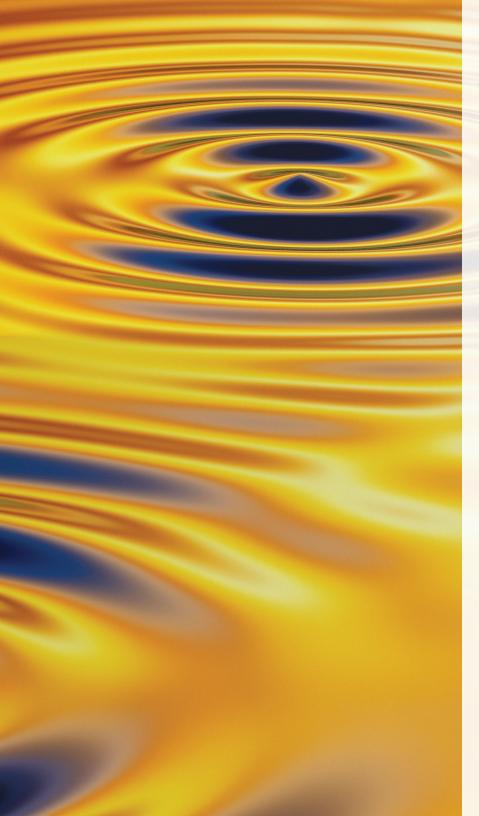


Extending Gratitude



"I thank my God through Jesus Christ for all of you, because your faith is being reported all over the world."

-ROMANS 1:8 (NIV)



A mighty force has long been at work in our world. No one knows exactly when it first appeared on the human stage. It may have happened when human eyes first witnessed a colorful sunset. Perhaps it followed a cooling breeze or a good night's sleep. It might have arisen when those first humans escaped a danger or felt an unborn baby move.

That force continues to wield its power today in every culture and clime. It often accompanies the laughter of a child and the sweet harmony of a song. It proliferates when families gather. It sometimes reverberates in a whispered prayer, and sometimes in a shouted cheer. It is equally at home in cathedral and classroom. It springs as easily from the simple as from the sublime. It warms hearts and elicits smiles. It can lift spirits and strengthen relationships. It is an emotion and an expression, both natural and supernatural, human and Divine. Gratitude.

Gratitude is our daily companion at Guideposts. We experience it constantly: when we pray together as coworkers, when a reader finds hope in the pages of *Guideposts* magazine, when a hospitalized child's spirits soar upon receiving a Guideposts for Kids Comfort Kit. We're grateful to God for the honor and joy of serving Him through so many avenues—print and video, books and magazines, websites and blogs, personal visits and telephone conversations, video and audio, apps and more.

We extend our deepest gratitude to our faithful and generous donors, without whom none of this would be possible. We hope the pages of this Annual Report will not only show the myriad ways your investment enables and extends the reach of this ministry, but that it also expresses Guideposts' deep and lasting gratitude for the faith, hope, and prayer you inspire in people of all kinds, from all walks of life, all over the world.

Reflecting Gratitude

Dear Friends,

A hallmark of Guideposts' ministry over the years has been gratitude. It is an essential part of a positive lifestyle and a key to spiritual wellbeing.

Gratitude is an emotion, an attitude, and an action. The Bible tells us to "give thanks in all circumstances; for this is God's will for you in Christ Jesus" (1 Thessalonians 5:18 NIV). Even the tiniest drop of gratitude can have a ripple effect, blessing those who practice it as well as those who receive it. It is inspiring and infectious, multiplying faith, hope, and prayer to everyone it touches.



That is why gratitude is our theme for this year's Annual Report. How grateful we are for the legacy that ignited us, the purpose that excites us, and the ministry that unites us. We're grateful that, just as *Guideposts* magazine launched in 1945 to help rebuild lives after World War II, the far-reaching Guideposts ministry of today is helping millions cope with the effects of a global pandemic.

We at Guideposts are grateful for you. Without you, we couldn't possibly fulfill the Guideposts mission of inspiring people to believe that all things are possible through faith, hope, and prayer. With your help, however, we believe our grateful efforts will grow faster and further than ever before.

With gratitude and appreciation,

Margaret Peale Everett

Chair, Guideposts Foundation Board

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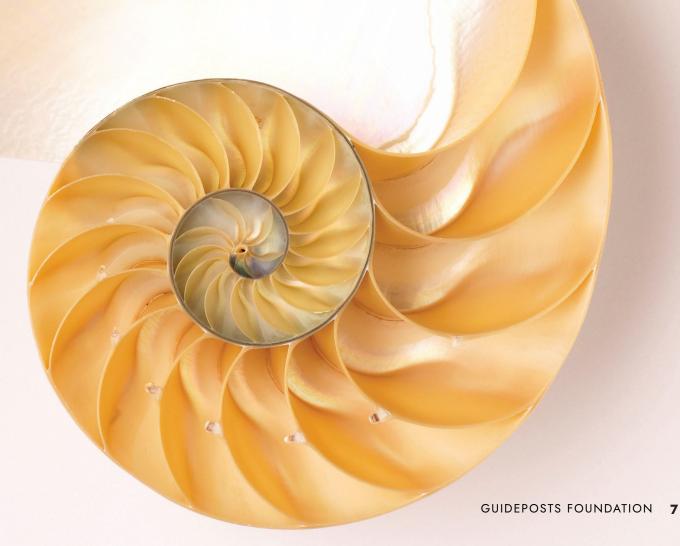
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Mission and Ministry

Edward Grinnan, editor in chief and vice president of Guideposts Publications, has written, "Gratitude is a twoway street. It has the double advantage of gratifying both the thanker and the thankee." That attitude characterizes the mission and ministry heart of Guideposts. Gratitude simultaneously motivates and rewards. It fuels and fulfills the ministry of Guideposts. Our gratitude to God shapes and drives our mission. Our gratitude to our supporters keeps us true to our vision. And seeing the fulfillment of our passions and dreams engenders still more gratitude.

The mission of Guideposts is to create content, products, and services that improve the spiritual wellbeing of those with whom we come in contact. So, we strive to guide our readers and listeners to experience increasing health and wholeness in six key areas: connection, gratitude, forgiveness, positivity, purpose, values. We want to see measurable results in these areas in the people we influence. 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 a reassuring voice of a trusted friend—a friend who makes you feel more hopeful and connected.

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

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.

"Gratitude is a two-way street. It has the double advantage of gratifying both the thanker and the thankee."

-EDWARD GRINNAN





lim Nelson entered recovery in 1981 after years of abusing alcohol and eventually began to speak at Alcoholics Anonymous and Al-Anon events. In 1987, an executive assistant at his workplace gave him a copy of Guideposts magazine. There, he saw a reference to Daily Guideposts and ordered a copy, which he says "became

the mainstay of my morning meditations for the next thirty-five years. I cannot describe the significant role the stories in Daily Guideposts played in my spiritual awakening—and those writers have become a support family for me in my recovery."

Knowing the impact of Daily Guideposts on his own life, Jim decided to sponsor the publication of Daily Guideposts for Recovery, an effort to strengthen the faith of those recovering from addiction. "If in supporting this devotions project I am able to touch just one life and lead that person to sobriety—that is a way for me to give back to a program that saved my



life." Jim's generosity brought immediate and effusive gratitude from many, including Guideposts author Roberta Messner, who sent Jim a thank-you note, saying, "You will not know until heaven, Jim, the lives touched and changed by your gift. I hope God allows me to be nearby when the stories of lives redeemed and restored, of dreams joyously fulfilled—because of this amazing gift—are told."

We join Roberta in expressing gratitude, not only to Jim Nelson, but also to our many supporters who make it possible for Guideposts content, products, and services—each of which is an example of "faith expressing itself through love" (Galatians 5:6 NIV) to continue to awaken and build faith in women, men, and children around the world.



How You Help

400,000+

Daily Guideposts
2021 shipped
to readers

10

new biblical fiction books released 1.1 million

monthly site visits to Guideposts.org's faith-building content

10

daily, weekly, and monthly email newsletters offered free to subscribers 350+

faith-affirming blog posts that reach tens of thousands each week 70,645

readers of faithenhancing "Ordinary Women of the Bible" novels

24,000

Daily Guideposts for Recovery funded and printed 1.9 million

free copies of

Guideposts magazine

to military service

members

nearly 1,500

digital downloads & cassettes produced for visually impaired & blind people

"Hope does not disappoint."

-ROMANS 5:5 (NASB)



"'Hope' is the thing with feathers," wrote American poet Emily Dickinson, "That perches in the soul." The poet's vision resonates with us. Hope often feels like a tiny bird, vulnerable and frail. But then it perches in the soul and trills its cheering song, and soon all darkness lifts and the brightness of a new day dawns, filled with possibility. "Hope does not disappoint" (Romans 5:5 NASB).

The tender power of hope has often been imparted this year through Editor in Chief Edward Grinnan's blog posts in the "Caregiving Hub" of Guideposts.com. As he has shared with great vulnerability from his own experiences and perspectives, he says, "I am continuing to discover in the responses to my blog how heavily the question of dementia weighs on the minds and hearts of readers, both as caregivers and as people who fear succumbing to memory issues. [But] there is comfort in knowing that you are not alone and the mere fact that others understand and care about what you are going through is powerful in and of itself."

Guideposts exists and endures to spread the power of hope far and wide. Whether it's an anxious young parent encountering uplifting content on social media, a frontline worker being handed a Guideposts outreach booklet (such as *Hope for a New Day* or *Hope Opens the Way*), or a schoolteacher enjoying a few moments of stress-free escape in one of our cozy mysteries, hope finds a perch in the souls of many who come in contact with Guideposts products and services.



How You Help

643,591 readers of Guideposts cozy mystery novels

25,000 Guideposts for Kids **Comfort Kits** delivered

2.9 million social media users (Facebook, Twitter, Instagram, TikTok)

373,408 Guideposts outreach booklets distributed

28 cozy mystery novels released

144,615 personally signed greeting cards delivered

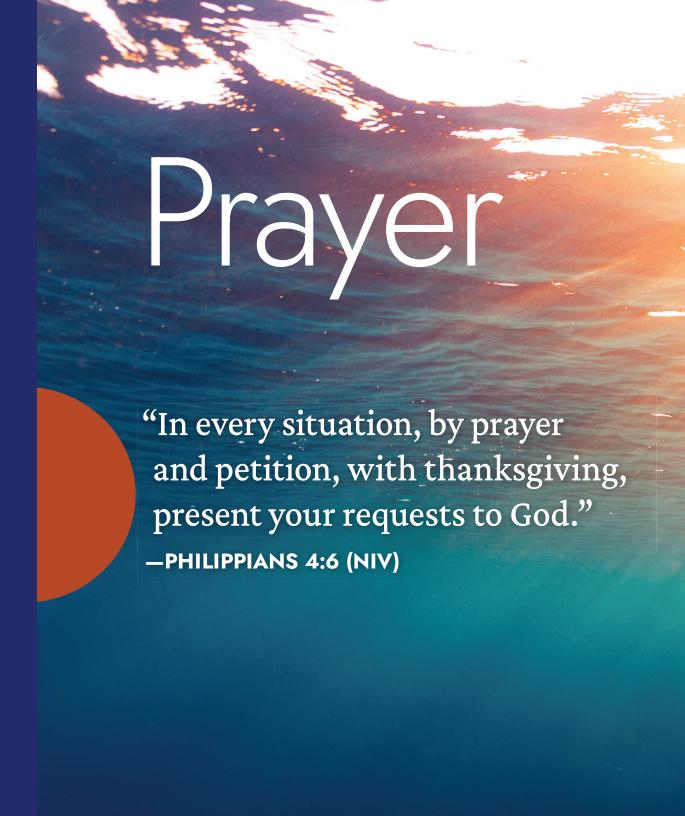
127% growth in **Guideposts for Kids Comfort Kits** distribution

45% growth in the greeting card program

Prayer is far more than a part of

Guideposts' ongoing ministry of injecting faith, hope, and prayer into the millions of our interactions with people every year; it is the lifeblood of this organization—from the prayers our staff and board members share when we gather, to the thousands of prayer requests we receive every month through OurPrayer, Guideposts' farreaching prayer community.

Ty'Ann Brown, Guideposts vice president of ministries, leads many of these efforts. "One of the most valuable gifts you can give another person," she says, "is the gift of prayer. We at Guideposts know that God is attentive to the cries of His people, and because of that, we're intentional in encouraging our community to pray for one another in their times of need. In a time when gatherings have been reduced, we're grateful for digital media that can bring people together from all over the world to pray for one another. We may begin as strangers, but we become neighbors in love and concern through the power of prayer."



How You Help

8%

increase in "Power of Prayer" e-newsletter subscribers in one year

68,000

copies of What Prayer Can Do and Pray a Word a Day

online **Days of Prayer** events

157,229

Power of Prayer e-newsletter subscribers

1,610,000

OurPrayer followers

12,000

monthly viewers of live prayer events on Facebook and YouTube



Enduring Gratitude

Nigel Morgan knew of Guideposts before he came to the United States to work with Jimi Hendrix at Electric Lady Studios in the West Village in New York City. His mother gave him a copy of Dr. Norman Vincent Peale's book, The Power of Positive Thinking, and suggested that he go to Marble Collegiate Church to hear the author preach. That was 52 years ago.

He found Dr. Peale's sermons so beneficial that he continued to attend nearly every Sunday. In those days, an associate pastor preached in the earlier Sunday service the church offered, while Dr. Peale preached in the second. Long lines formed outside the church before the second service, so Nigel, along with others, would arrive in time for the early service to be assured of a good seat and then remain for Dr. Peale's sermon in the second service.

In the decades since, Nigel not only benefited from Dr. Peale's preaching ministry but also became a devoted reader of Guideposts and PLUS magazines; "they have been very

motivational throughout my life," he says. He's lived most of those years in New York City with his wife, Louise Mak—working as a marketing and promotion executive—and remaining active in the church he found all those years ago. Today he is the CFO at Ventura Associates, a sweepstakes promotion agency. He has served on the National Cabinet of Guideposts Foundation since 2010 and has generously included Guideposts in his future giving through a bequest.

"I feel inspired to give to others as a way of saying 'thank you' for what I've received. I find that sharing my good fortune is how good fortune comes back to me. I have been excited to see the recent development of Guideposts for Kids Comfort Kits, and I hope my giving will help to expand that outreach and to create more in the future, such as outreach to senior citizens who need to be kept in our thoughts and prayers. That's why my giving to Guideposts has always been number one for me."

Inspiring Gratitude

Join our Faith Society, and 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	SPIRITUAL PILLAR \$500 to \$999	JOYFUL PATRON \$1,000 to \$2,499	POSITIVE STEWARD \$2,500 to \$4,999	PRAYERFUL PILLAR \$5,000 to \$9,999	INSPIRING ANGEL \$10,000+
Guideposts Faith Society Gift	✓	✓	✓	✓	✓
Special Discount Offers on Guideposts Publications	✓	✓	✓	✓	✓
Special Digital Update 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 Staff Liaison for Prayer Requests & Questions		✓	✓	✓	✓
Invitation to the Guideposts Days of Prayer		✓	✓	✓	✓
Exclusive Preview of Select Guideposts Articles (via email)		✓	✓	✓	✓
A Guideposts Christmas Gift		✓	✓	✓	✓
Invitation to attend biennial Guideposts Inspirational Retreat			✓	✓	✓
Invitations to all Guideposts Connects' Events (Online or in-person events. May include a member of Guideposts Senior Leadership, Editorial or a Daily Guideposts Writer)			✓	~	✓
Personal opportunity to speak with a member of Guideposts Management Team				✓	✓
An autographed copy of current Guideposts book				✓	✓
Presentation copy of Guideposts Annual Bible				✓	✓
Personal opportunity to visit with a member of Guideposts' Senior Leadership Team					✓

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, 2021–June 30, 2022. Guideposts is a registered 501(c)(3) nonprofit organization.

Generous Gratitude

GuidepostsFounders Society

We extend our deepest thank-you 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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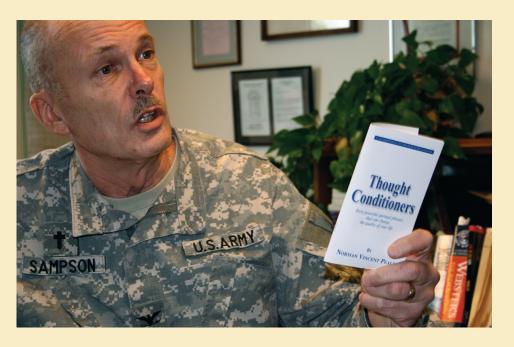
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lanet Walls

Mr. Bill Watson

Ms. Mary Watson

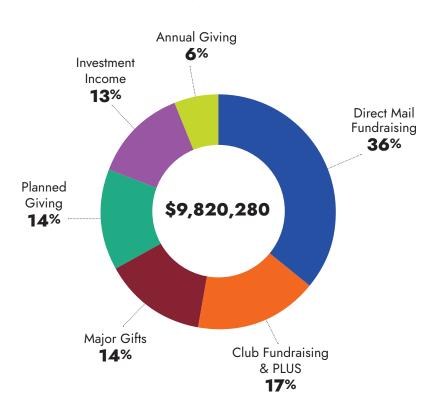
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Financials

INCOME

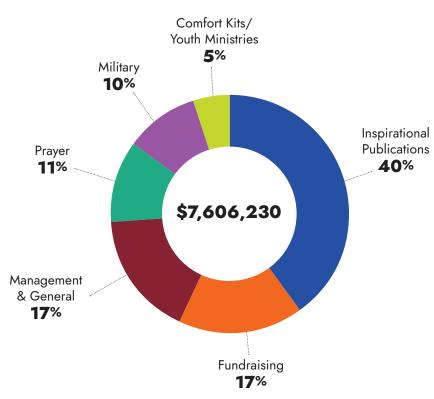


GUIDEPOSTS FOUNDATION INCOME*

Direct Mail Fundraising	\$3,547,042	36%
Club Fundraising & PLUS	\$1,686,009	17%
Major Gifts	\$1,335,946	14%
Planned Giving	\$1,376,346	14%
Investment Income	\$1,312,508	13%
Annual Giving	\$562,429	6%

TOTAL \$9,820,280 100%

EXPENSES



GUIDEPOSTS FOUNDATION EXPENSES*

Inspirational Publications	\$3,045,286	40%
Fundraising	\$1,254,015	17%
Management & General	\$1,320,496	17%
Prayer	\$834,709	11%
Military	\$750,991	10%
Comfort Kits/Youth Ministries	\$400,733	5%

TOTAL \$7,606,230 100%

Expressing Gratitude

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.

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.

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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Retirement Plans: Retirement plans may create a large income tax problem for children or other heirs. Leaving this sum to Guideposts may offer a tax savings to your estate. All you need to do is to name Guideposts as a beneficiary of some, or all, of your retirement plan.

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.

Donor Advised Funds: When you contribute cash, securities, or other assets to a donor-advised fund, (DAF) you are generally eligible to take an immediate tax deduction. Then those funds can be invested for tax-free growth and support your various causes, including the Guideposts Foundation. Please speak to your financial advisor for more information about making a gift to Guideposts from your DAF.

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

Expanding Gratitude



Dear Friends,

I have a friend who always makes me feel better whenever we talk—uplifted, inspired, hopeful. You probably have a person like that in your life too—someone whose positivity is infectious. A person like this can change the way you feel.

The Guideposts community abounds with these kinds of people—generous people who live lives of great faith, hope, and prayer, who have produced the kinds of amazing results this Annual Report relates. These big-hearted people's efforts have enabled Guideposts to surmount new challenges and strike out in new directions.

Such people have an outsized impact on those around them. In fact, they reflect a well-documented phenomenon. Their influence spreads exponentially. They represent the power of a small group to affect growth in a much larger community—even a country. For example:

- The first followers of Jesus, numbering just a few hundred, started a movement that today spans the globe and totals 2.5 billion.
- Researchers found that peaceful protest movements produce meaningful, positive change when just 3.5% of a population participates.
- The World Health Organization advises quarantining when there is an infection rate of only 5% because that's the point at which community spread occurs. Might the same thing be said about the transmissibility of hope?

Here at Guideposts, we believe that faith and prayer can forge a more hopeful world. We encourage growth through the power of shared experiences—people inspiring people. We create opportunities to bring people closer to each other and to God, wherever they are on their spiritual journey. Such created experiences help spread spiritual wellbeing by encouraging people to be more forgiving, grateful, positive, connected, values-driven, and purposeful. These are the fruits of a more hopeful, faith-filled world.

If 5% is the critical point at which infection spreads throughout a community, what if we turned that dynamic on its head? What if we reached a critical mass of hope? If we can strengthen the spiritual wellbeing of just 5% of the U.S. population—17 million people—hope and positivity will spread exponentially. That number, 17 million, is our North Star, a number that will focus and challenge our future efforts as an organization.

With deep, heartfelt gratitude for the progress of this past year and for the way these blessings have positioned us for even greater things in the future,

John F. Temple
President and CEO

Fiscal Year 2021 Guideposts Foundation Staff

Janice Hackett Senior Database Analyst

Catherine Halkett
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Guideposts Foundation

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Sybil LightDonor Relations

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Michelene Murphy-Staib Donor Relationship Manager

Johanna Najamy Secretary

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We believe that anything is possible with faith, hope, and prayer.



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