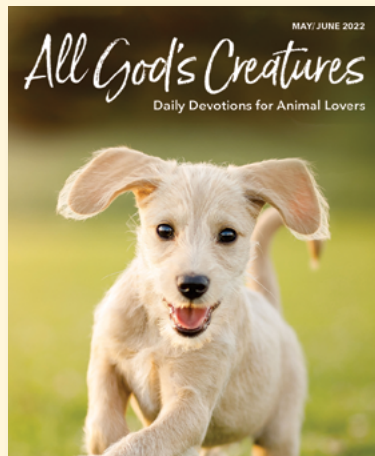
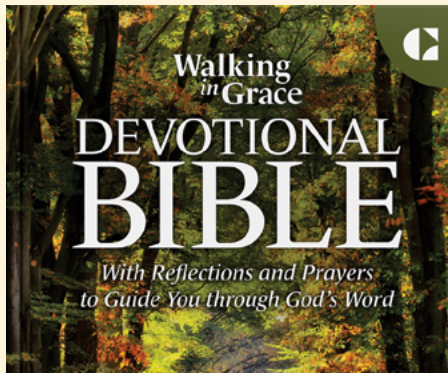
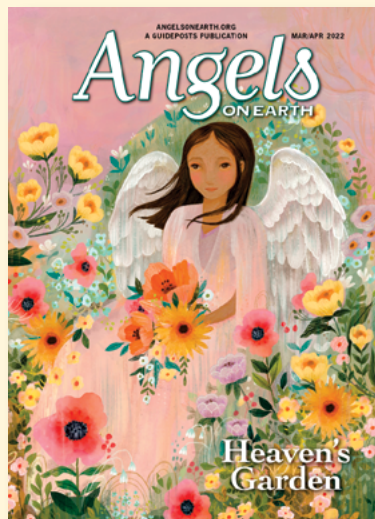
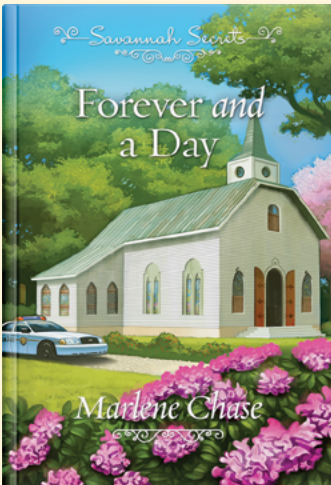
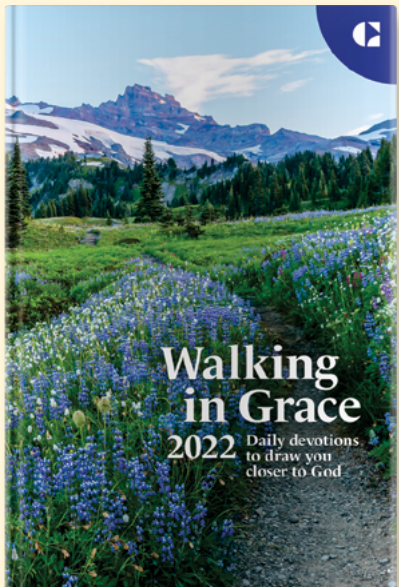
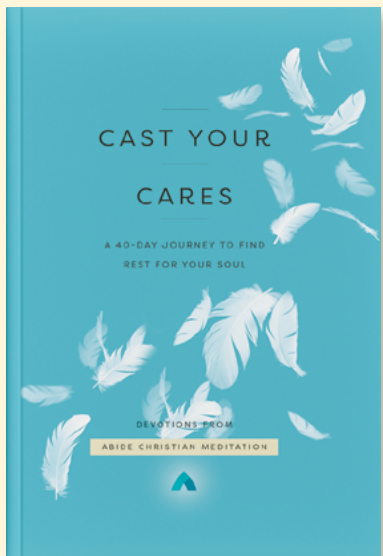
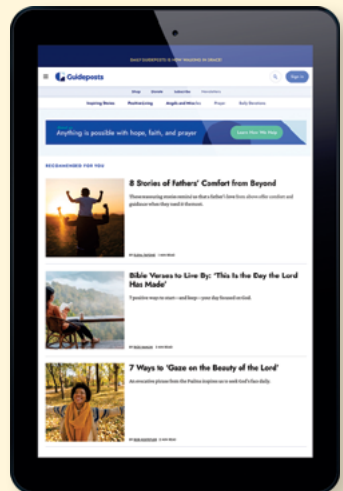
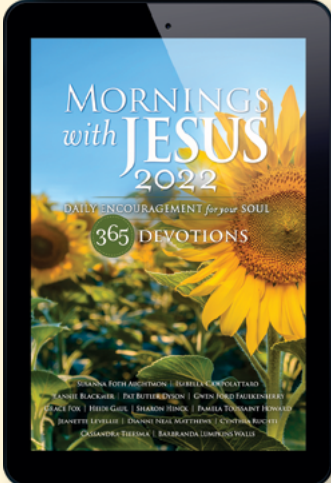


HOPE



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Dear Guideposts Friends,

One of my favorite quotes from my father is “Practice hope. As hopefulness becomes a habit, you can achieve a permanently happy spirit.” My parents would be delighted to see that Guideposts is still helping millions around the world practice hope. The media by which the message is broadcast has changed and expanded into channels my parents could only have imagined, but the goal remains the same: a world filled with hope.

Through the prayer ministry, which lifts up the needs of thousands of people each year; through our popular magazines; through a bright, inviting website full of uplifting articles, videos, and e-newsletters; through beloved daily devotionals, such as *Mornings with Jesus*, *Strength & Grace*, and *60 Days of Prayer*; through encouraging, inspiring fiction and nonfiction book titles, Guideposts is unceasing in our efforts to bring hope to a world that can never get too much of it.

When I think of you, I echo Paul’s words to the church at Philippi: “I thank my God every time I remember you” (Philippians 1:3, NIV). I am reminded of a candlelight church service. A match strikes, and one small candle pierces the darkness with a pinpoint of light. But when the holder of that candle passes the flame to the next person, and each one does the same, the room becomes immersed in a sea of glowing, ever-expanding light. When you partner with Guideposts with your generous and heartfelt gifts, you hold a candle in the darkness for us, joining with other donors to fill the world with the light of hope.

With your help, Guideposts has brought hope to the world for more than seventy-five years. And with your help, our vital work will continue. We can’t do it without you.

With deepest gratitude,



Margaret Peale Everett, *Chair, Guideposts Foundation Board*



Dear Friends,

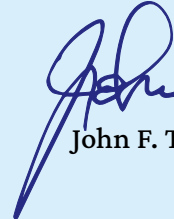
It is a privilege to welcome you to Guideposts’ 2022 Annual Report. This has been an exciting year for Guideposts, and we’re proud of what we have accomplished together. During a time when we see church membership declining, Guideposts is at the forefront of helping people build their spiritual practice and connect with God. Whether it is through one of our devotionals or inspiring stories of prayer at work in people’s lives, everything we create is designed to echo the love and grace given by God.

We’ve also added some new and exciting ways to reach even more people with faith, hope, and prayer. This past year we brought Abide, the leading mobile app for Christian meditation, into the Guideposts family. Abide provides Bible-based meditations and sleep stories to help shut out the worry and anxiety of the day and allow you to focus on God’s Word. We also relaunched our website, [guideposts.org](https://www.guideposts.org), to better support our online community’s spiritual growth. All of these efforts are helping to meet people where they are and harness the power of technology for God’s purpose.

But none of this would have happened without you, your faithful prayers, and your generous support. Our vision is a world filled with hope. For 77 years, we have been and continue to be a trusted friend whom our community turns to for inspiration, encouragement, and, yes, hope. We don’t take that responsibility lightly, and I know you would not partner with Guideposts without a shared passion for this vital mission.

I can’t tell you how much it means to me and to the organization, knowing that you are always with us, supporting our work. I am profoundly grateful for all you do to make all we do possible.

Be blessed,



John F. Temple, *President and CEO*





Imagine

Imagine, if you will, a world filled with hope.

What would that world look like? A place with infinite possibilities. A place where relationships thrive, where forgiveness abounds, where joy overflows. A place where people give generously, love unconditionally, and laugh without reserve. A place where peace overcomes fear and anxiety, where work goes hand in hand with fulfillment, where sleep brings only the sweetest of dreams and people awake each morning excited to start the day because it holds such amazing potential. A place where people are empowered to be their best, knowing that anything is possible with faith, hope, and prayer.

The Bible speaks often of hope—167 times in the New International Version. Hope is both powerful and empowering. It's greater than fear, stronger than discouragement. It's life-affirming and life-changing. It's inspiring and encouraging. Hope is inextricably bound with joy, with love, and—especially—with faith.

Clearly, hope is a force to be reckoned with.

Front and center in Guideposts' mission statement, hope inspires and informs everything we do. Hope infuses Guideposts' fiction series by offering a vision of a brighter, more hope-filled world. Hope lives on the pages of *Guideposts* magazine, where people just like us and people we recognize from TV and movies discuss their faith and positive outlook. Hope stands witness where service personnel find support in Guideposts outreach booklets. And hope takes root where readers grow closer to God by inviting Guideposts daily devotionals into their faith lives. These are but a few of the ways Guideposts brings hope to a world that needs it more than ever.

As you read this 2022 annual report, we want you to see the living, breathing manifestation of your gifts and prayers overflowing on every page. Thank you, dear friend, for all you do. May you be blessed in knowing what a difference you make.

Mission, Vision, and Ministry

“Anything is possible with faith, hope, and prayer.” This short sentence is more than Guideposts' tagline; it is the heart and soul of what Guideposts has done for more than seventy-five years and continues to do today. When the Peales founded *Guideposts* magazine in 1945, they lit a small spark that would grow into a beacon of hope for millions of people from all walks of life both in the United States and abroad for more than seven decades.

Guideposts' vision is a world filled with hope. That vision drives everything we do. And it is because of your generous and loyal support that we are able to bring this vision to those who need it most. Turn on the television, the radio, or the computer, and it's not hard to find reasons to worry. A recent survey of Americans found that more than half of Americans are “extremely worried” about their country. Only one-fifth of the surveyed expressed extreme hopefulness. It's clear from numbers like these that Guideposts' vision of hope is needed more than ever.

Guideposts donors are the launch pad from which we reach new heights in our mission of transforming lives and building connections as the reassuring voice of a trusted friend. You empower everyone at Guideposts to share our vision of a hope-filled world with more reach than ever before—through traditional, time-honored media and bold new channels: Guideposts.org, inspiring e-newsletters, our magazines, our daily devotionals, and a vibrant selection of uplifting books, both fiction and nonfiction.

You empower us to do this.

Every day.

And for that we say, “Thank you!”

*I pray that
the eyes of your
heart may be
enlightened in
order that you
may know the
hope to which
he has called
you, the riches
of his glorious
inheritance in
his holy people.*

Ephesians 1:18 (NIV)

The Pinkstons

“Guideposts has been a part of our life for as long as I can remember!” Jan Pinkston says. Jan was given Dr. Peale’s *The Power of Positive Thinking* at a young age, and his books became foundational in her life. So when the couple was invited to attend their first Guideposts Foundation meeting in Laguna Niguel, California, they were already very familiar with the organization. When they asked why and how they came to be invited to the meeting, they were told it was because they had already been supporting Guideposts with their giving since the 1970s.

“Gary and I are blessed to be living our American dream,” Jan says. The couple met in California after Gary moved there from his birthplace of Wichita, Kansas, to work on the Governor Edmund G. Brown California Aqueduct. Jan was born in Bakersfield, in California’s Central Valley, where her family moved from Oklahoma in the mid-1940s. When Jan grew up, she went into commercial real estate, becoming one of the first women sales consultants in Coldwell Banker’s Fresno office in 1975. Gary’s engineering degree from Kansas State led him to work first for Caterpillar and then on the aqueduct, where he met the future partners who would join him in the construction and development field. “Achievement of one’s



goals through hard work was part of our family’s heritage, and it has proven true for us.”

The Pinkstons own and operate Meridian Pacific, Ltd., a real estate development, management, and investment company, which they founded in 1985. It has specialized in commercial retail properties since its inception. They are currently branching out into residential properties with developments on the island of Kauai.

Jan is gratified that she and Gary are able to help support Guideposts, particularly the outreach booklets covering a multitude of subjects. “Being a contributing part of the Foundation is important to me,” Jan says, “as I want the Guideposts booklets to be available to any and all who need them—military, care homes, moms and dads, addiction recovery facilities.”

The outreach booklets are personally meaningful to Jan. “My favorite Guideposts publication is *Thought Conditioners* by Dr. Peale. Its simplicity makes it easy to share with others, and it serves as my bookmark inside *Daily Guideposts*.” Because of the Pinkstons’ loyal and generous support, and that of others like

them, Guideposts is able to offer the uplifting, encouraging outreach booklets for free to anyone who requests them.

Jan goes on to say, “For me personally, the message of Dr. Peale’s writings has always provided a shift in thinking, a Bible verse to memorize during tough times, a message to share with family or friends struggling with life’s challenges.”

Diagnosed with Stage IV uterine cancer in 2016, Jan leaned heavily on the messages in Dr. Peale’s books. “These, and my Holy Bible, kept my faith strong and trusting in God’s healing power.”

Having experienced God’s healing power in her own life and in the lives of her immediate family, Jan can easily answer what hope—the theme of this annual report—means to her. “It means that whatever challenge may cross my path, I have full faith and confidence in my Lord to guide me through it, over it, around it, or under it. No challenge can defeat that hope.”

Guideposts is deeply grateful to Jan and Gary and others like them whose ongoing support enables Guideposts to bring this message of hope to an ever-widening audience.

Change your thoughts and you change your world.

Norman Vincent Peale

Making a Difference

The Guideposts Promise

Guideposts is here to help you:

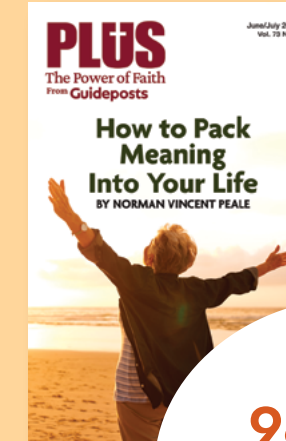
- Here to listen without judgment
- Here to reassure and comfort
- Here to inspire and energize
- Here to pray and strengthen
- Here to bring joy and laughter

How Do We Do It?

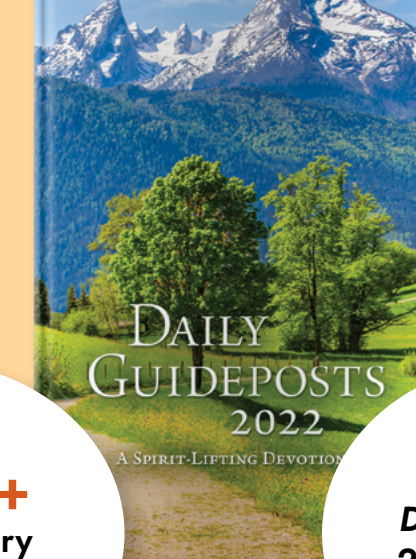
With your help! Take a look at the next few pages to learn some of the many ways you have helped.



8 million
magazine and
book readers



98,000+
complimentary
copies of *PLUS*



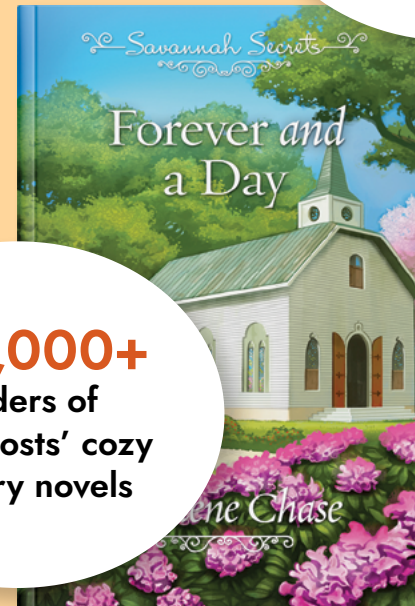
386,000
Daily Guideposts
2022 shipped to
readers



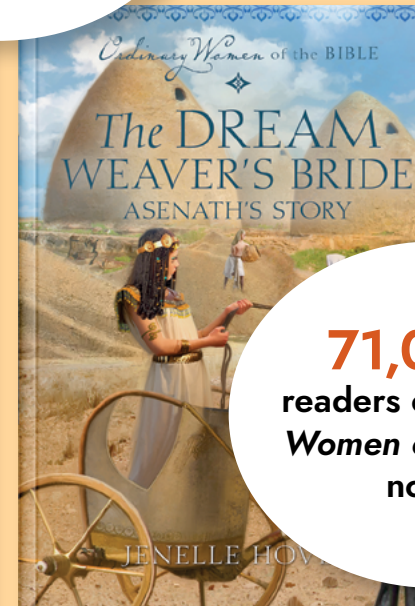
1.3 million
Outreach Booklets
distributed to our
partners



24,000
Daily Guideposts
for Recovery
funded, printed, and
distributed



500,000+
readers of
Guideposts' cozy
mystery novels



71,000+
readers of *Ordinary*
Women of the Bible
novels



1.4 million
free copies of
Guideposts magazine
to military service
families

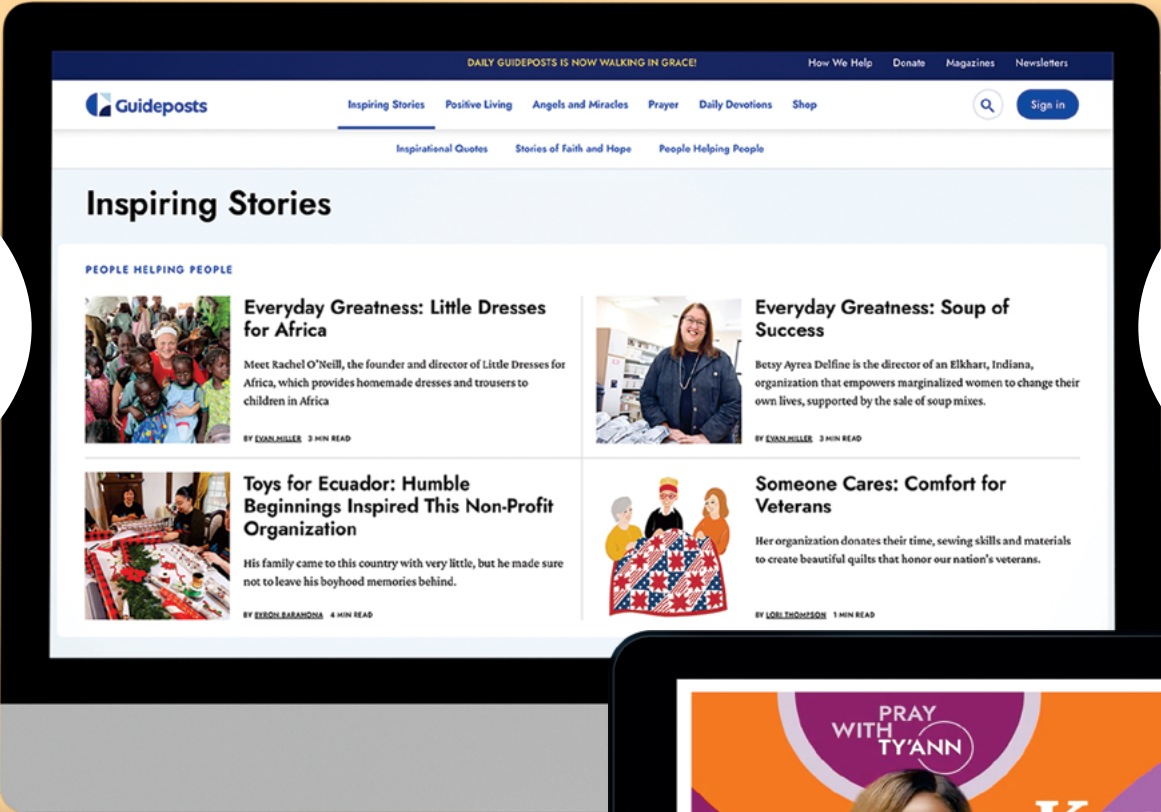


250,000+
donor-signed
greeting cards for
military and
nursing homes

Inspirational Materials

350+ faith-affirming blog posts reaching tens of thousands each week

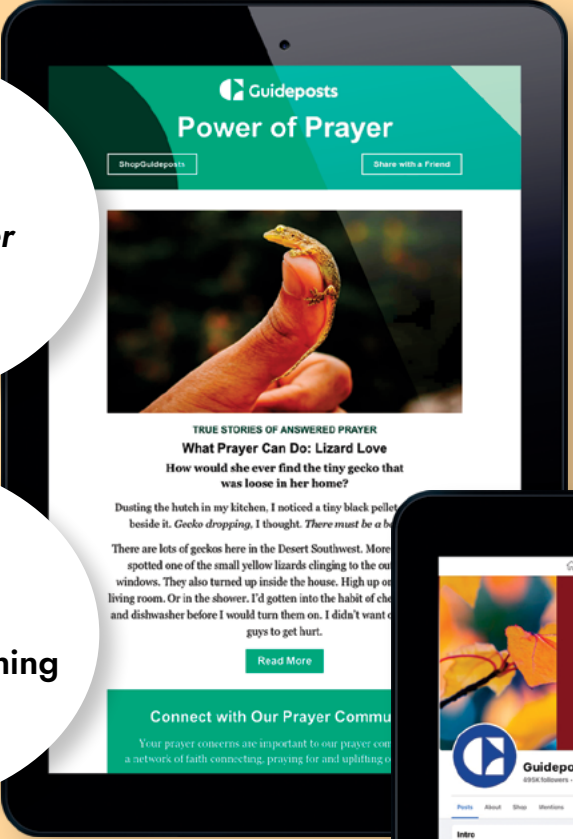
1,440 cassettes produced for visually impaired, plus 2,223 Braille Guideposts magazines



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

Almost 1 million Power of Prayer e-newsletter subscribers

11 E-newsletters: inspirational publications reaching over 1 million subscribers



2.9 million people on our social media sites

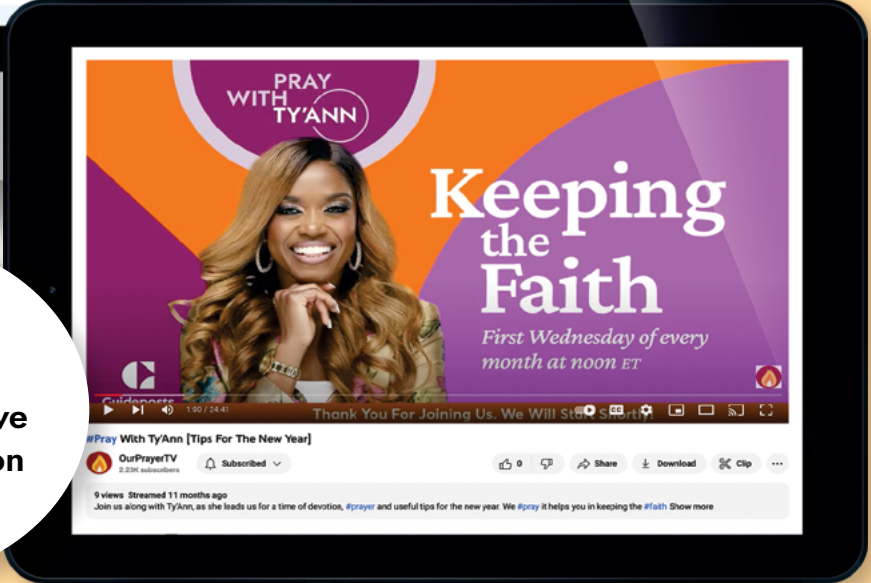


3 billion listening minutes on the Abide app

2 million monthly listeners to the Abide Christian meditation app

1.6 million OurPrayer followers on Facebook

12 Pray with Ty'Ann series—live monthly videos on Facebook





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.

To make your annual gift to the Guideposts Faith Society, go online to Guideposts.org/Support. Thank you!

 Benefits by Level	SINGLE GIFT		CUMULATIVE ANNUAL GIFTS		
	Faithful Friend	Trusted Supporter	Spiritual Pillar	Joyful Patron	Circle of Hope*
Your Annual Contribution	\$100 to \$249	\$250 to \$499	\$500-	\$1,000-	\$2,500+
Guideposts Faith Society Gift	•	•	•	•	*
Special Discount Offer 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 <i>(Current subscribers may extend subscriptions one year or gift it!)</i>			•	•	*
Invitation to the Guideposts Days of Prayer			•	•	*
Invitation to meet with Guideposts Staff + In Person Connects Events				•	*
Recognition in Guideposts Annual Report				•	*
Exclusive Preview of Select Guideposts Articles <i>(via email)</i>				•	*
A Guideposts Christmas Gift				•	*
Invitation to Webinars with Guideposts Community and Speakers				•	*
Invitation to Prayer Fellowship Online Meeting				•	*
Free Premium Annual Subscription to Abide App				•	*

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, 2022–June 30, 2023. Guideposts is a registered 501(c)(3) nonprofit organization.

* For further information on benefits at these giving levels, please contact the Guideposts Foundation Team.

Sharing the Gift of Hope

We extend our deepest gratitude to everyone who has supported Guideposts in so many ways!



Our deepest thank-you goes to the following individuals for their extraordinary generosity. These current members of the Guideposts Founders Society have cumulative lifetime giving of \$25,000+ in contributions and funded planned gifts.

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\$1,000,000+
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Mr. and Mrs. Jerre Stead

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\$500,000-\$999,999
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small word.
But it is one of
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because in hope
lies the power of
the human soul.

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Ms. LaVera L. Wadzinski
Mr. Michael J. Wagner

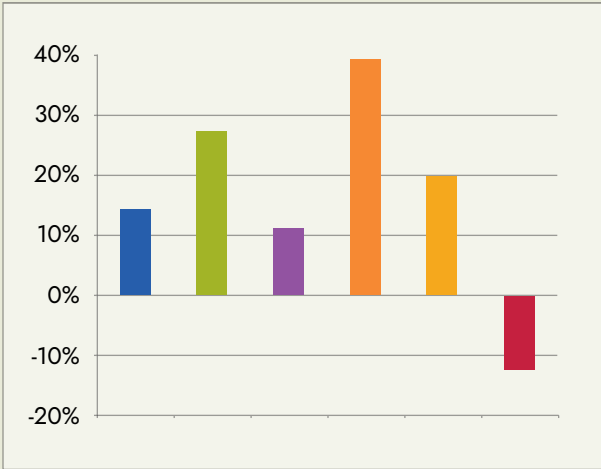
Mr. and Mrs. Carl Wagoner
Ms. Mary Watson
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Ms. Mary J. Wells
Karla West
Mr. and Mrs. Robert Westerman
Mr. Donald J. Whipple
Ms. Donna White
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Mr. John C. Yeager
Mr. and Mrs. Thomas E. Yucha
Mr. John M. Ziegelbein
Mr. Jeff L. Zimmerschied

Supporters
\$100-\$499.99

Supporters: 10,115

Financials

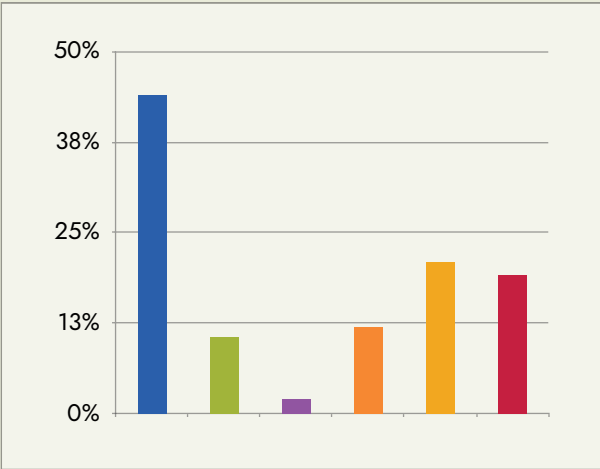
INCOME



GUIDEPOSTS FOUNDATION INCOME*

Planned Giving	\$864,658	14%
Major Gifts	\$1,638,447	27%
Annual Giving	\$671,505	11%
Direct Mail Fundraising	\$2,363,872	39%
Club Fundraising & PLUS	\$1,189,299	20%
Investment Income	-\$731,035	-12%
TOTAL	\$5,996,746	100%

EXPENSE



GUIDEPOSTS FOUNDATION EXPENSES*

Inspirational Content	\$2,748,728	41%
Prayer	\$646,532	10%
General Outreach	\$125,744	2%
Military	\$724,156	11%
Fundraising	\$1,263,457	19%
Management & General	\$1,152,295	17%
TOTAL	\$6,660,911	100%

Your 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 in addition to gifts made by cash, check, and credit card:

A Bequest through Your Will: Just add the following 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. Or, using our online tool at **FreeWill.com/Guideposts**, you can write a legal will for free and get peace of mind knowing you’ve protected what matters.

Charitable Gift Annuities: A Guideposts Annuity allows you to make a gift now, gain tax benefits, and receive payments for life, boosting your retirement income while supporting Guideposts. Guideposts pays a competitive rate, and annuity rates are fixed for your lifetime.

Retirement Plans: Leaving some or all of your retirement plan to Guideposts may offer a tax savings to your estate and heirs.

Charitable Trusts: 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.

Life Insurance: An ideal way to make a gift that will be larger than what you paid for it is by making Guideposts Foundation the owner and beneficiary of the policy and pay any remaining premiums.

Gifts of Securities: With your gift of appreciated stock you receive a tax deduction for the fair market value of the stock on the date of the gift, and you avoid paying capital gains tax on the increase in value of the stock.

Donor Advised Funds: When you contribute assets to a donor-advised fund (DAF), you may be able to take an immediate tax deduction and avoid capital gains tax on appreciated assets.

Please speak to your financial advisor for more information about making a gift to Guideposts. For information and assistance, please call us at 800-728-5653 ext. 3 or visit www.Guideposts.org/support.

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Our Founders

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 twentieth 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.

The Peales' uplifting message of hope still resonates today. For over seventy-five years, Guideposts has continued to inspire millions of people to believe that all things are possible with faith, hope, and prayer.



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Guideposts Foundation

Johanna Najamy, Secretary

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Andrea Flores, Philanthropy &
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Sybil Light, Donor Relations
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We believe that anything is possible
with faith, hope, and prayer.



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www.Guideposts.org/support