



2023-24 Annual Report ▶

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LETTER FROM THE CEO

This past year, True Charity has made incredible strides by equipping churches and nonprofits with the practical tools they need to transform lives. We're passionate about helping others offer effective, relational charity that brings dignity and hope to those in need. I want to share with you the story of one such life, Mayla, whose journey from isolation to stability is a testament to the impact of this work.

"I'm able to take life's hits more gracefully and I know I have a community that I can come to and that I'm not alone." It's been a good year for Mayla. In 2023, though, she was struggling with mental health problems, isolation, and homelessness. Someone introduced her to a mentoring program that was part of mission in Hammond, Indiana and life began to change. Today, she has an apartment, a job, and "a better hold of my life."

The story of how Mayla was touched is an important one. The mission that helped her joined our True Charity Network in 2022 and launched a mentoring program using one of our tools - the Mentorship Model Action Plan. Their mentorship program has touched hundreds of lives since, and they are even using our network's business partner features to further scale their good work and reach more people like Mayla.

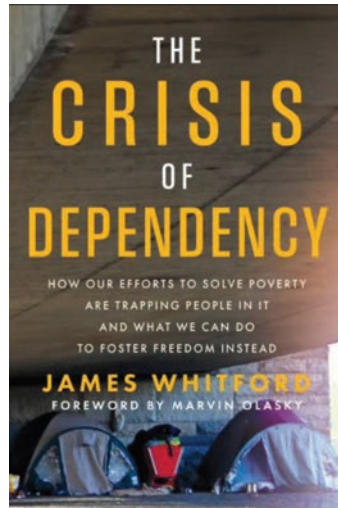
The mission in Indiana is one of 213 True Charity Network members who have access to a deep reservoir of hyper-practical tools and training that assist churches and nonprofits put true charity into practice. The result is that Mayla, along with more than 163,000 others last year, received more effective, relational help.

I'm excited for you to see the results of our work this last year and wanted to share Mayla's story with you in hopes that you couple the numbers on the pages of this report with people who are being helped to escape poverty.

Still yet, we have a long way to go.

Unfortunately, across the nation, charity – both public and private – is still too often distributed as short-term crisis-relief and fails to help people escape poverty in the long term. These perpetual handouts have put our nation in crisis.

In my new book, *The Crisis of Dependency*, I share stories from my decades of working alongside the poor, revealing the crushing effect of perpetual handouts that fail to restore dignity, nor deliver real results. Beyond the individuals involved, I also reveal the negative impact on civil society – how important relationships are crowded out by well-intentioned but failing charity and how ever-growing dependency on government and charitable handouts disrupts the natural and vital ties that hold families and communities together.



There is a cure to this crisis of dependency. It's charity that recognizes each person is made in the image of God with inherent value and potential to contribute; charity that prioritizes *being with* over *doing for*; charity that demands results and esteems *doing good* above *feeling good*. It's True Charity. Mayla was a recipient and as we continue to successfully championing a resurgence of civil society in the fight against poverty, countless more will receive it, too.

Thank you for partnering with us in the vital and just cause of transforming the way charity is practiced in the U.S.

A handwritten signature in black ink, appearing to read 'J. Whitford', is positioned above the printed name.

James Whitford
CEO and Co-Founder
True Charity



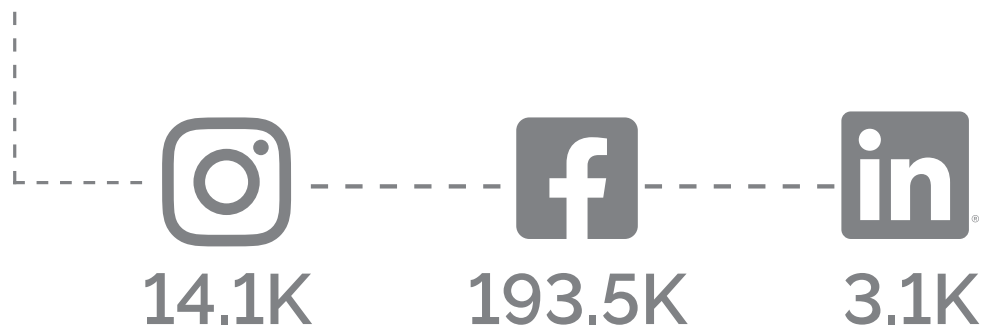
Reach ▶

In our mission to transform charity, measuring our impact is crucial. This section highlights the expansive reach of True Charity and the communities we've touched over the past year. From our workshops to ambassador programs, every initiative plays a vital role in equipping churches and nonprofits with the tools they need to serve effectively. Join us as we share key metrics that showcase our collective efforts in addressing poverty across the nation.

Digital Marketing


2,573 social media followers

210.7K social media reach



2,617 subscribers on our email list

40.2% average email open rate



TRUE CHARITY SUMMIT
FLOURISH

TRUE CHARITY
SUMMIT

The True Charity Summit is an annual gathering for charity practitioners from nonprofits and churches nationwide seeking best practices of effective charity. This design was intended to fill in critical gaps we have broadly observed in the poverty alleviation space: many charity practitioners are uninformed of charity best practices, lack practical resources to help them do their best work, and are disconnected from others in this space.



212 attendees
FROM 102 organizations
IN 26 states

Community Workshops

5 community workshops in five different states (AL, GA, ID, OK, GA)

251 participants

109 organizations

20 Network joins post workshop

WORKSHOP PARTICIPANTS ARE SAYING:

This was a fabulous workshop. I am leaving here feeling empowered, positive & hopeful.

I love what True Charity is doing! Their ministry message should be used in every single God fearing organization! I'm looking forward to implementing even more True Charity into our organization!

Ambassador Program

True Charity ambassadors are connectors in their communities who commit to training by the True Charity team to point others toward effective charity ideas and resources. They identify opportunities for nonprofits and churches to collaborate and implement best practices for long-term results.

This year we trained 19 new ambassadors who recruited 19 new organizations to the Network. 11 of these 19 ambassador organizations in FY24 have also hosted a Community Workshop.



"Many poverty-related ministries are intentionally or unintentionally aligned with government programming. Being a True Charity ambassador has given our ministry a "true north", while at the same time given me an opportunity to speak into & educate other organizations that are experiencing the frustration typical of transactional or less than relational processes." —Ken Gossage, *Good News at Noon, Gainesville, GA*



Member Content ▶

True Charity's educational resources are designed to shape a deeper understanding of effective poverty alleviation. However, we don't just discuss the philosophy behind effective charity. We provide clear, actionable steps to bridge the gap between theory and practice.

What's new?

True Charity Cohorts: We piloted two virtual cohorts for nonprofit and church leaders over 12 weeks. These cohorts include peer coaching, curated video training, and collaboration to set practical goals. One cohort explores basic principles and tools for effective charity and the other encourages and equips senior leaders.

Three New Model Action Plans: These resources provide step-by-step guidance for nonprofits and churches on how to implement new programs. Our newest additions support developmental classes, work shuttles, and personal vehicle ownership and maintenance.

Program Refinement Toolkit: Our newest toolkit is like a strategic plan in a box. It helps ministry leaders analyze their existing programs and build a comprehensive plan for ministry optimization.



Fundraising Toolkit: In cooperation with partners, we developed a comprehensive starter plan for ministry leaders with limited fundraising experience to help them take their funding to the next level.

What else is available?

Model Action Plans (MAPs): Step-by-step guides to help implement proven charitable programs. Currently, there are eleven MAPs available, ranging from Affordable Christmas Markets to Personal Vehicle Ownership.

Toolkits: Seven toolkits are available to support volunteer engagement, measuring outcomes, and other common challenges in charity work.

Recommended Programs and Classes Database: Explore detailed reviews of 34 top-tier programs and classes, some with exclusive discounts for network members.

Staff and Volunteer Training Videos: From volunteer equipping to understanding mental illness, we have video trainings for group learning. We have 18 True Charity Takeaways micro-trainings for brief engagement on important topics.

Individual, Online Learning: True Charity University (TCU) offers self-paced learning, including courses like the Seven Marks of Effective Charity based on Marvin Olasky's Tragedy of American Compassion. Approximately 30-course certificates are issued each month to learners around the nation.

Real Results Webinars: These free, virtual events bring in subject matter experts to provide an easily accessible educational opportunity for members and non-members alike. We had an average of 128 registrants per webinar, representing a 27% growth from the previous year's average attendance.



We hosted nine webinars in the last fiscal year covering a wide range of issues, including:

- Christmas in July: How to Empower Parents During the Holidays
- Background Checks and Second Chances
- 2023 Policy Forum
- Creating Effective Church and Nonprofit Partnerships
- Helping Without Hurting in Benevolence Ministry
- Breaking Free: Building Motivation to Conquer Addiction
- How Healthy Marriages Reduce Poverty
- Mental Health Ministry on the Frontlines
- Mobilizing Your Community Toward Effective Charity

“Thanks to the Residential Life Transformation Program MAP, we now have an official description for our program that helps define who we are and what we do. That alone has helped us in discussing and promoting our program. This MAP also provided us with the tools and examples to reconstruct our handbook and program agreements to make them more effective and professional. We are now operating at a different level because of the tools, training, and support that True Charity has provided us.” —*Trina, His House*



Network Size and Impact ▶

The True Charity Network is a coalition of like-minded nonprofits and churches that serve people in poverty. Through practical guides, community support, and online training, True Charity Network members develop relational, empowering programs that *truly* help their neighbors flourish.

Testimonials

We have completely shifted our thinking & have created new programs based on True Charity principles, including our new Thrive program—6 months of in-depth life skills training & mentoring— which has been transformational.”

—Debbie Wells, InnerMission, Hammond, IN

“True Charity is an answer to prayer. We have all felt the inherent emptiness of repeated relief efforts and can see how the developmental model follows God’s word. The True Charity team has given us definitions, directions, and resources that we may never have found on our own.”

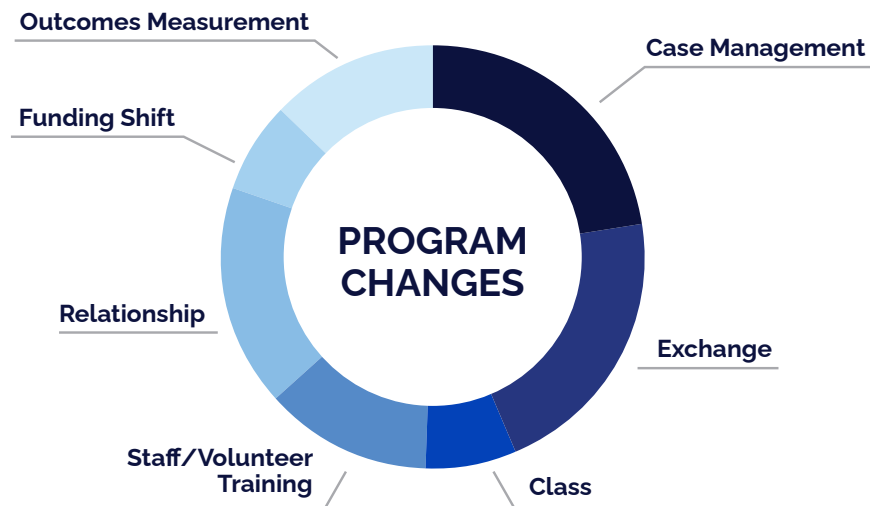
—Rebecca Phillips, Grace Place, Salem, AR

“We are constantly looking back to True Charity as we build our programs, like the reliable transportation program for young moms we just launched. Having the backend support of True Charity is not only remarkable for us, but it’s truly life-changing for the people that we have the honor of walking alongside.”

—Janelle Rottier, ANEW Ministries, Demotte, IN

Metrics:

- Gained **86** new member organizations in FY 2023-2024 (07.01.23 - 07.31.24)
- Presently **213** organizations in **32** states as of Sept. 27
- **23** additional Business Partners support network members with specialized services
- Member organizations serve approximately **800k** people
- Over **1,000** individuals have access to the member's portal, which houses our video training, program guides, business partner discounts, opportunities for legislative impact, and much more.
- As of our 2023 survey, **56%** of Network members had made significant changes since joining the network to amplify their impact through empowering, relational charity.





Fundraising and Sustainability ▶

Sustainable funding is essential for driving our mission forward. This section outlines our fundraising achievements over the past year, illustrating the growing support from our community and key foundations. We believe that transparency and accountability are paramount, so we'll share not only our financial successes but also how these resources are strategically utilized to empower our network and those we serve.



\$703,622

total funding raised

84%

increase in funding

83%

increase in donors

51%

donor retention

SUPPORT FROM KEY FOUNDATIONS:





TRUE
CHARITY

Real compassion. Real results.

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