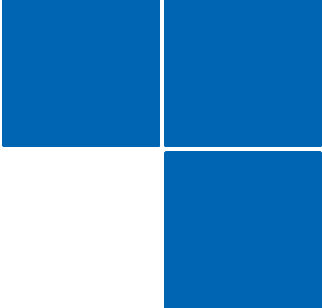


# ANNUAL IMPACT REPORT



*Making disciples of Jesus who live on mission*

# From the Executive Director

As Woman's Missionary Union® (WMU®), we find ourselves in a sacred season of transition, trusting the One who authors every chapter of this ministry's story. After much prayer, reflection, and conversation with my family, I have asked the WMU executive board to search for a new executive director-treasurer. Faithfulness in this season calls me to be present with my family in a way that cannot be sustained by the obligations of my current ministry role. I am more confident than ever in WMU's future because of our staff and valued stakeholders serving across the United States. They labor selflessly and with excellence, committed to making disciples of Jesus who live on mission. WMU's mandate remains unchanged because it is rooted in God's calling. I have every confidence the Lord will guide and undergird WMU. His faithfulness does not change.

In June 2026, we will also elect a new president. Connie Dixon of Elida, New Mexico, has served for five years as national WMU president. She has carried the weight of responsibility with grace, wisdom, and steady devotion to Christ. Her leadership has been a gift to this ministry and to all who served alongside her.



In times of transition, we must understand we are stewards of the ministry, not owners. Leaders are caretakers of God's mission. The ministry belongs to the Lord, not a single individual.

Psalm 24:1 says, *"The earth is the Lord's, and everything in it, the world, and all who live in it."*

At WMU, we consistently call Southern Baptists to generosity. We believe stewardship starts with surrender. Here are 12 statements Connie and I recently shared with the WMU board about godly stewards:

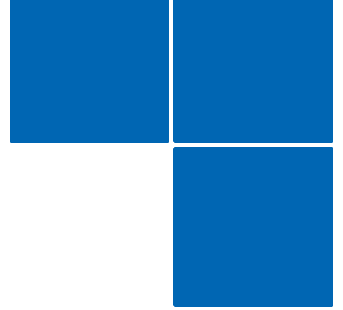
- They steward time wisely (knowing every moment is an opportunity to honor God).
- They steward resources with wisdom (balancing generosity and responsibility).
- They steward their talents without reservation (knowing gifts are bestowed by God to be used).
- They steward truth carefully.
- They steward their pain into something to help others.
- They steward their failures as keen learning experiences.
- They steward relationships with grace.
- They steward vision with humility (holding plans loosely so God can redirect as He wills).
- They steward their calling with courage (pressing into obedience even when it is costly).
- They steward their influence with integrity (without shortcuts and manipulation).
- They steward the next generation with intentionality.
- And lastly, they steward their soul with care (because leadership flows from a heart anchored in Christ).

We will continue to steward the responsibility God entrusted to us to make disciples of Jesus who live on mission. Thank you for your partnership in the gospel.

Laborers together,

**Sandy Wisdom-Martin**  
**Executive Director-Treasurer**  
**WMU, SBC**

*See pages 18–21 for more about Sandy Wisdom-Martin’s retirement announcement and the impact of her leadership.*



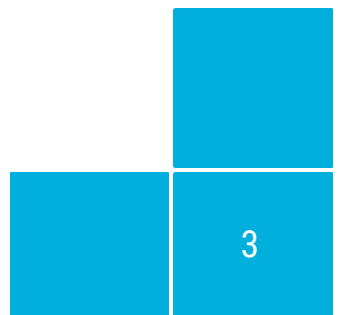
---

Woman's Missionary Union® (WMU®) seeks to come alongside the church to accomplish the mission of God. God issued the mandate through the Great Commission for all Christ followers to go and make disciples of all nations. Our desire is to see all ages energized and equipped for the mission.

We carry out this vision by:

- creating **missions discipleship** resources for every age-level in your church
- offering opportunities to serve with **compassion ministries**, and
- equipping church members through **leadership development**.

This report highlights just a few of the ways those involved in WMU champion Southern Baptist missions endeavors.



# Highlights and Initiatives

## WMU Missions Discipleship

The legacy of 137 years of kingdom impact through WMU continues in more than 8,000 Southern Baptist churches across the United States as preschoolers, children, students, and adults participate in WMU missions groups. WMU's ongoing missions discipleship resources are designed to help churches make disciples of Jesus who live on mission. Our content is intended to inform and inspire a deeper faith and intentionality in sharing the love of Christ.





# Customer Engagement and Support

---

In 2025, we introduced a new wmu.com and overhauled our entire fulfillment system to better serve customers and increase engagement. The new site includes the former wmustore.com and WorldCrafts.org, making it our platform for both e-commerce and inspiring stories. *Missions Mosaic*, WMU's flagship publication, also changed from a monthly publication to quarterly in September making all WMU publications on the same production schedule. These changes along with a new fulfillment system provided a number of benefits to customers including:

- **Streamlined Shipping:** All printed WMU missions curriculum is now published quarterly and shipped all together in one package, helping to minimize damage in transit and the need for WMU to send replacement copies.
- **24/7 Account Management:** Customers can manage their accounts at wmu.com at any time, allowing flexibility to easily adjust quantities of curriculum from quarter to quarter.
- **Quarterly Auto Ship and Billing:** If no changes are needed to a curriculum order, subscribers automatically receive the same curriculum each quarter. No need to remember annual renewals and pay for an entire year at one time.
- **Digital Assets:** Customers have ready access to any digital assets (files) purchased.

# Royal Ambassadors to include young men through 12th grade



Boys in first grade can be a part of Royal Ambassadors® and now continue their RA® journey in missions discipleship through their senior year of high school.

National WMU board members approved Royal Ambassadors to be the missions organization for boys and young men in grades 1-12 rather than just boys in grades 1-6. Challengers®, which has been the name of the WMU missions organization for young men in grades 7-12, will still be used as the descriptor of those in grades 7-12 under the overall umbrella of RA.

Royal Ambassadors was created by WMU in 1908 to be an organization for boys ages 9-17.

“In the years that followed, changes were made that separated RA from older boys, which we argue negatively affected the ability of churches to seamlessly and effectively disciple older boys in missions,” said Keith Gates, ministry consultant for RA and Youth on Mission. “We are excited to bring missions discipleship for middle and high school young men back home to RA.”

The missions discipleship curriculum produced by WMU for Royal Ambassadors groups remains unchanged. Boys in grades 1-6 will continue to use *Missions Journey: Kids* curriculum and young men in grades 7-12 will continue using *Missions Journey: Students*.

**“The church will benefit by providing a consistent, strengthened missions discipleship organization for boys through high school. RA will take first grade boys and 12 years later, turn out on-mission men.”**

**—Keith Gates, ministry consultant for RA and Youth on Mission**



# Gilbreath, Harrell to serve on National Acteens Panel

Eden Gilbreath of Stallings Memorial Baptist Church in Salisbury, North Carolina and Carolyn Harrell of Calvary Baptist Church in Tuscaloosa, Alabama, were named 2025 national Acteens® panelists.



“Acteens has broadened my understanding of the world and deepened my compassion for people from different cultures and backgrounds. Learning about global issues, praying for missionaries and hearing about people’s challenges in other parts of the world have given me a larger perspective. Acteens has shown me that the gospel transcends borders, and I feel a deep responsibility to care for others beyond my immediate community. Through Bible studies, prayer, and mentoring relationships, I’ve learned to rely on God in every area of my life, and the program has instilled in me habits of spiritual discipline.”—*Eden Gilbreath*

“In Acteens I have had the opportunity to see the different ministries and unique ways that Christians minister to different people. Getting to know specific ways, whether simple or complicated, that people can be reached has been fascinating to me. For some you can just make them a coffee, for others maybe you teach them a language, and yet for others you help them understand or get through something painful in their life. As Christians we are called to reach out to all people.” —*Carolyn Harrell*

# Missions Offerings and Support

## Mission Boards

In 2024\*, WMU helped raise \$207.2 million—the highest total in the offering’s 136-year history—for the Lottie Moon Christmas Offering® for International Missions. Since initiating the first offering in 1888, WMU has helped raise more than \$5.8 billion through this effort which supports nearly 3,600 international missionaries and their families serving around the world.



*The Lottie Moon Christmas Offering supports missionaries like Amber Sroka, seen here talking with two women at ATINI, a mission center in Brasilia, Brazil, that cares for Indigenous families who were rejected by their tribes. (IMB Photo)*

In 2025, WMU helped raise \$71.2 million—the second-highest amount given—for missions work in North America through the Annie Armstrong Easter Offering®. Since 1907, when official reporting began for the home missions offering started by WMU, receipts total more than \$2.3 billion. All the funds raised through this offering support more than 3,000 Southern Baptist missionaries.

One hundred percent of these two offerings directly supports Southern Baptist missionaries. The Lottie Moon Christmas Offering provides salaries, medical care, housing, transportation, and children’s education. The Annie Armstrong Easter Offering provides support for church planting missionaries including finances, training, recruitment, missionary housing, and care. Missionaries serving with Send Relief®, the collaborative compassion ministry through the North American Mission Board® (NAMB®) and the International Mission Board® (IMB®), are also funded through the two offerings.



**Kevin Ezell, president,**  
North American Mission Board

"We've surpassed a new threshold of generosity among our Southern Baptist family now that we've seen three consecutive years of more than \$70 million to the Annie Armstrong Easter Offering. Southern Baptists love their missionaries, and we couldn't be more grateful for their faithful support."



**Paul Chitwood, president,**  
International Mission Board

"Southern Baptist missionaries simply could not do what they do without the generous giving of churches and individuals through the mission offerings. IMB missionaries stay longer on the mission field, work with fewer distractions, have clearer strategies, and greater accountability than their peers from other organizations because of the resources provided by churches committed to our cooperative missions model."



**Sandy Wisdom-Martin, executive director-treasurer,**  
WMU, SBC

"In 1888, Annie Armstrong risked \$72.82 on promotional materials to ask women to raise \$2,000 to send two women to help Lottie Moon in China. The total offering that first year was enough to send three missionaries. To see the Lottie Moon Christmas Offering grow to more than \$200 million and the Annie Armstrong Easter Offering total of \$71.1 million is simply astonishing. It truly is God's story. I express deep gratitude to all who give sacrificially so the message of Jesus Christ may be proclaimed."

# WMU further supports missions personnel through:

- **Annie and Lottie Resources to Churches**—State WMU offices across the country pray over and send out approximately 8.6 million posters, prayer guides, and offering envelopes annually to churches to encourage giving to the Annie Armstrong Easter Offering and Lottie Moon Christmas Offering to support our missionaries.
- **Weeks of Prayer**—WMU promotes the Week of Prayer for North American Missions and Week of Prayer for International Missions in conjunction with their respective emphasis offerings. An 8-page spread highlighting each week of prayer is featured annually in *Missions Mosaic*, WMU’s flagship print and digital missions resource.
- **Ongoing Prayer Support**—In addition to the weeks of prayer, WMU curriculum focuses on sharing stories of how God is at work through missions personnel and prayer needs related to their ministries. WMU publishes and distributes a daily prayer calendar that encourages prayer for current and retired IMB and NAMB missionaries on their birthdays.
- **Scholarships**—National WMU awarded \$94,550 in grants and scholarships in 2025 to further the education and ministries of its grant recipients, most of whom are missionary kids.
- **Missionary Housing**—WMU administers housing for Southern Baptist missionaries while they are on stateside assignment by maintaining a database of nearly 700 houses made available by churches, associations, and individuals. This information is available to missionaries on a secure website.

# WMU Compassion Ministries

## Pure Water, Pure Love

Through Pure Water, Pure Love<sup>SM</sup>, WMU provides water filters to every IMB missionary and has granted more than \$2.5 million for well and water purification projects to Southern Baptist partners. In 2025 alone, \$155,045 was granted to meet water needs in Southeast Asia, Liberia, Malawi, Nigeria, South Sudan, and Uganda. In addition, nearly \$3,000 was granted to help meet water needs in Texas due to severe drought.

“Dear WMU, I want to express my heartfelt gratitude for the water filter you provided for me. Your generosity is such a blessing. Thank you for caring so faithfully for missionaries and for supporting the work God is doing all over the world. Your partnership encourages me more than you know. I’m deeply grateful for the way you continually pray, give, and invest in the spread of the gospel. Please know I am thankful for you. Your kindness helps sustain the work, and I am honored to serve alongside you.”—*Raegan Hawks, IMB missionary, Mexico*



## WorldCrafts<sup>SM</sup>

WorldCrafts helps develop sustainable, fair-trade businesses by partnering with artisan groups worldwide and bringing their handcrafted products to market. These partnerships empower artisans to meet the physical, emotional, and spiritual needs of their communities, often providing safe, dignified employment for women at risk of exploitation, including those who have escaped human trafficking. With renewed leadership in product development, WorldCrafts is entering a season of growth—expanding artisan partnerships, field testing new designs, and preparing to launch new products from new and existing groups. This strategy advances our mission to create sustainable income opportunities and connect more customers to products with purpose.



## Baptist Nursing Fellowship<sup>SM</sup>

BNF<sup>®</sup> empowers, educates, and equips nurses and health-care professionals. With a focus on medical missions, BNF also provides fellowship and continuing professional education and growth opportunities.

# Christian Job Corps<sup>SM</sup>



Approximately 90 CJC sites across the country—in addition to Christian Women’s Job Corps®(CWJC®) sites in South Africa, Uganda, and Mexico—offer classes, resources, mentoring, Bible study, and more as participants gain self-confidence, purpose, direction, and hope for the future. Countless lives are transformed each year through this vibrant ministry. Each journey is unique . . . here is Janalisa’s:

This year, Janalisa Sherrell is celebrating eight years of sobriety.

After losing everything—including hope for a future—Janalisa said of her struggles, “I had two choices. Either I could kill myself and be done with it or I could surrender my life to Jesus and see what He could do with a life as broken as mine.

“This was when I met the love of Christ, and my torment was gone,” Janalisa continued. “Not a day goes by that I do not thank the Lord for my second chance in life, knowing that I don’t deserve it, but He would give it to me over and over again.”

Now a wife and mother to two children and five stepchildren, Janalisa and her husband devised a plan in 2022 to make their family a priority. They bought a home and agreed she would work for two years, then quit work and enroll in college.

“I did not know how I was going to achieve my dreams of financial security with time and energy to spare for my family, but I was trusting that God would meet

me when I stepped out and tried. That is when I attended CWJC of Carlsbad, New Mexico," she said.

"There I found an environment that was Christ-centered where I could not just receive instruction in computer skills, grammar, and finance but also come to know a deeper understanding of God's love and will."

Margaret Bemis, site coordinator of CWJC Carlsbad, described Janalisa as a model student who always encouraged the other participants.

"Janalisa shows great responsibility in balancing the demands of marriage, motherhood, school, and work," Margaret said. "Most of all, she gives praise to God through everything. Since her graduation in spring of 2024, she has served as a mentor, volunteer, and supporter of CWJC and has continued her relationship with her mentor."

Janalisa is this year's recipient of the Sybil Bentley Dove Award, which is presented annually to a current or former CWJC participant who has demonstrated a desire to improve themselves by enhancing their skills through academic development, Bible study, and Christian mentoring. It includes a scholarship to help with tuition, fees, and books.

"Janalisa embodies the spirit of this prestigious award through her commitment to personal growth and her devotion to nurturing her children's development," said Sarah Jones, her mentor. "She is a woman of exceptional character, determined to acquire new skills and knowledge that will empower her to become more self-reliant and to enrich her family's life. Her ability to balance her own growth with her responsibilities as a mother is truly inspiring."

In addition, Janalisa serves women with mental health and substance use challenges at LifeHouse where she is a house manager for their women's sober living home. She is also taking classes at Southeast New Mexico College with plans to continue her education and become an occupational therapy assistant.

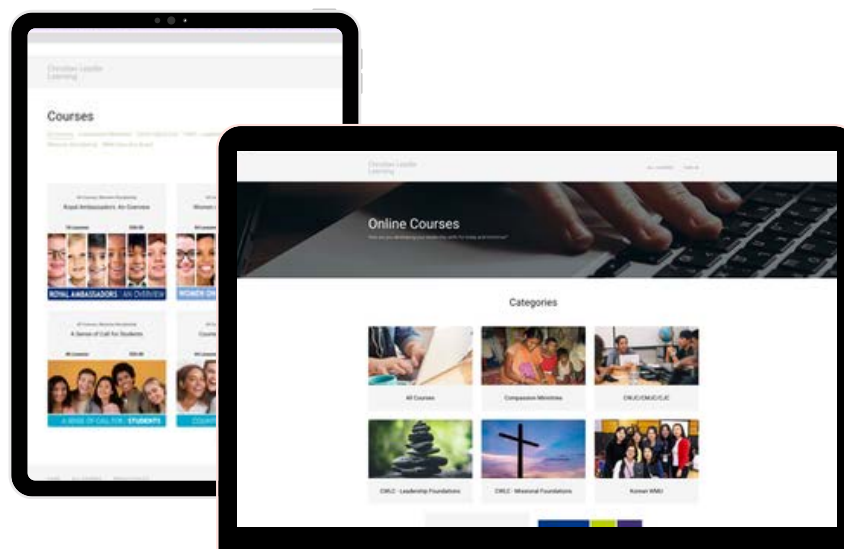
"The goal is to not just show myself that my dreams are achievable but to show my children as well, giving all glory to God because without His grace and sacrifice none of it would be possible," Janalisa said.

# WMU Leadership Development

WMU offers a variety of opportunities for discovering and expanding one's leadership skills and spiritual gifts through online courses, print and digital resources, and in-person trainings. WMU's Christian Women's Leadership Center™ (CWLC™) is one approach to leadership development in which online courses are self-paced and on demand. Joining the line-up of CWLC courses related to missional foundations, this year WMU introduced two new courses: *The Story of Missions and Spiritual Disciplines*. We also revised a course related to CWLC leadership foundations entitled *Women Leaders of the Past*.

Two new courses were launched to further engage leaders in missions discipleship. They are *Royal Ambassadors: An Overview* and *Counter Culture for Students*. In addition, two online courses were created exclusively for our board members to help them understand their role and responsibilities.

WMU also offers courses to help champion a church's response to ministry needs such as mental health, refugees, human trafficking, and poverty. See [ChristianLeaderLearning.com](http://ChristianLeaderLearning.com) for the full catalog of courses.



# WMU and SBC Annual Meetings

In Dallas, Texas, prior to the 2025 SBC Annual Meeting, WMU leaders participated in Crossover to serve the city and share the gospel on Saturday, June 7. On Sunday, hundreds gathered for the WMU Missions Celebration, where they heard from inspiring missions speakers. Between general sessions, participants discovered a wide variety of missions-focused ministries and initiatives in the “Idea Rodeo,” a self-paced, interactive area designed to provide tangible, takeaway ideas for greater missions involvement.

During the meeting, Connie Dixon of First Baptist Church, Elida, New Mexico, was reelected to serve a fifth and final year as national WMU president; and Lisa Thompson of Dahlonega Baptist Church in Dahlonega, Georgia, was elected as national WMU recording secretary.

Significant milestones were also highlighted with stories of how the gospel has been proclaimed through 130 years of sacrificial giving through the Annie Armstrong Easter Offering, 100 years of the SBC’s Cooperative Program (CP), 60 years of IMB’s Journeyman Program, and 30 years of supporting missions through the WMU Foundation.





WMU also had a presence at multiple venues during the 2025 SBC Annual Meeting.

In WMU's report to the SBC, Sandy Wisdom-Martin and Connie Dixon shared about WMU's historic and current role in supporting the Cooperative Program and WMU's focus on evangelism and discipleship.

They explained that before the CP, the women of WMU agreed to raise \$15 million over the course of five years for the \$75 Million Campaign (1919 to 1924) with 22,000 women promising to fulfill their commitment. WMU contributed more than \$15 million—100% of WMU's quota—which would equal \$300 million in today's dollars.

In 1931, gifts from WMU members totaled nearly 50 percent of all CP receipts. In that same year, WMU covered approximately 76 percent of all mission board receipts. In the late 1940s, gifts to the CP from WMU averaged 83 percent of the total receipts. WMU has always been committed to fuel the Southern Baptist missions enterprise and continues to advocate for the CP.

During the SBC Annual Meeting, WMU's booth in the exhibit hall featured representations of Lottie Moon and Annie Armstrong made from building bricks and encouraged children to add bricks to the display to illustrate how we are on mission together as Southern Baptists. Countless spectators also gathered around the RA Racetrack as SBC entity presidents once again competed for first place with their pinewood derby cars.



# Sandy Wisdom-Martin announces retirement plans

---

Sandy Wisdom-Martin, executive director-treasurer of WMU, SBC, announced her intentions to retire by January of 2027, which will mark 36 years of devoted ministry service. Sandy has led WMU, SBC, since October 2016.

She shared her intention to retire with the WMU, SBC general board—comprised of state WMU presidents and executive directors—during a called meeting and then with WMU, SBC staff.

## **No greater partner in SBC missions**

With steadfast dedication, Sandy has diligently sought the Lord’s direction as she has led national WMU with what she calls “predetermined obedience,” an expression adopted from one of her mentors.

Dr. Jeff Iorg, president of the SBC Executive Committee, said, “Working with Sandra over the past several years has been a delight. Her passion for missions, personal devotion to Jesus, and determination to lead Woman’s Missionary Union to make a kingdom impact has inspired and motivated me to be a better leader. Sandra’s genuine humility is a model for all of us. She has served with honor and we will miss her contributions to the Great Commission Council and other national leadership platforms.”

During WMU’s January Board Meeting last year, Kevin Ezell, president of the North American Mission Board, stated, “Missions in the SBC would not be what it is if it were not for WMU and if it were not for Sandy Wisdom-Martin. We are very grateful for her and we are grateful for how you support our missionaries. They are overwhelmed with gratitude when we tell them all that you do.”

In her role, Sandy led WMU to help raise more than \$513.5 million for the Annie Armstrong Easter Offering and more than \$1.4 billion for the Lottie Moon Christmas Offering since 2017. These offerings were begun by WMU and directly

support missions personnel. Thanks to sacrificial giving among Southern Baptists, both offerings had record high giving in 2024. Knowing that church attendance and giving would be down during the pandemic, Sandy even engaged WMU leaders across the country in 2020 to handwrite more than 18,000 letters asking churches to support the Lottie Moon Christmas Offering.

In addition to helping raise funds for these two offerings, Sandy has proactively promoted giving to the CP and to the WMU Foundation to advance the gospel as well as practical ways to involve more believers in evangelism.

Sandy often says, “We are failing to do the one thing Jesus told us to do and that is to make disciples.”

“It is incumbent on every Christ follower to proclaim the gospel,” she stated. “This responsibility cannot be abdicated. We have church members who get married in the church and get buried in the church and live their entire life without once sharing their faith. This is the greatest tragedy of our generation, that we would not personally take responsibility for the sacred task entrusted to each of us.”

This conviction led Sandy to seek partnerships in which WMU could provide practical resources for discipleship and evangelism. She also wrote countless articles, spoke at conferences and made public addresses designed to encourage and equip others to share their faith. In the past 10 years, Sandy has led WMU to be fully focused on its mandate of making disciples of Jesus who live on mission.



*On Mission in Peru: Sandy makes a new friend while on a mission trip to Peru in 2019 to distribute water filters through WMU's Pure Water, Pure Love ministry.*



*WMU Report at SBC: Sandy shares about lives transformed by God through gospel conversations and the importance of sharing Christ at every opportunity while giving her report to the Southern Baptist Convention in Anaheim, California in June 2022.*

## Leading with vision, inspiration, and innovation

“Sandy is a dynamic leader, one of the most creative thinkers I have ever known, and a dedicated woman of God,” said Connie Dixon, president, WMU, SBC. “She has sought to build bridges and strengthen relationships with all SBC entities and leaders. Her genuine love for others is so apparent. Whether speaking on a national platform, writing inspiring articles, serving on a missions trip, or leading children’s Sunday school in her church, Sandy inspires all ages to grow stronger in their spiritual walk.”

Linda Cooper, who served as president of WMU, SBC from 2015 until 2021 alongside Sandy, agreed.

“A great leader is one who is both strong and kind,” Linda said. “They lead compassionately and confidently as they inspire others. Sandy Wisdom-Martin is the epitome of a great leader.

“Her leadership has never been about her title or position,” Linda continued. “It was simply about one life influencing another to make disciples of Jesus who live on mission. Sandy certainly influenced my life and countless others’ whom her life touched as she has humbly led national WMU. I was honored to serve alongside her.”



**RA Race with GCC 2024:** Sandy said one of her favorite memories from the past two SBC Annual Meetings was seeing the members of the Great Commission Council –leaders of the SBC entities and seminaries –participate in friendly competition with their RA racers at her invitation.



**CP Project:** : Sandy worked alongside WMU volunteers from Texas and Illinois to help construct a floating house out of craft stick units collected from children’s missions groups and others. Corresponding with a unit in WMU curriculum about a missionary family who serves with IMB and lives on a floating house, this effort took place in 2024 to demonstrate cooperation and what can happen when we all work together.

During her tenure, Sandy led the organization through a global pandemic. At the time, she described it as a crisis that negatively affected WMU's bottom line but positively amplified its mission. With plummeting sales because churches were closed and missions groups were not meeting, WMU increased efforts to engage others in missions in different ways. Just a few examples include reaching out to SBC seminary presidents with an offer to help international students stranded on campuses, sending daily prompts via email encouraging prayer for pastors and missionaries, working with IMB and state WMUs to help with a surge in requests for missionary housing, and launching a podcast that grew to 63 episodes.

Other significant accomplishments include:

- Ensuring WMU is in a strong financial position. Wisdom-Martin said, "We have worked incredibly hard over the past several years to cut budgets and 'right size' our organization based on revenue projections. Our goal has been to simplify and put limited resources where they can make the most impact for the kingdom."
- Implementing more than 100 upgrades related to the WMU building, systems, and operations to improve efficiencies and support cost-saving initiatives.
- Meeting water needs around the world through 120 Pure Water, Pure Love grants given since 2017. These grants—totaling approximately \$2 million—represent about 75% of all Pure Water, Pure Love grants awarded since WMU expanded the ministry in 2005. This vital ministry also continues to provide missions personnel with water filters as they serve.
- Highlighting the importance of the Cooperative Program through articles and speaking engagements, but most notably in building a floating house out of craft stick units collected from children's missions groups and others to demonstrate cooperation and what can happen when we all work together.
- Beginning quarterly virtual meetings to connect and build relationships with international WMU leaders across the globe.
- Expanding leadership development opportunities through WMU's Christian Women's Leadership Center by changing the format from instructor-led to self-paced and adding eight new courses while updating others.

# National WMU Officers

Sandy Wisdom-Martin  
Executive Director/Treasurer  
Birmingham, Alabama

Connie Dixon  
President  
Elida, New Mexico

Lisa Thompson  
Recording Secretary  
Dahlonega, Georgia

# National WMU Executive Board Members

The region in parentheses is the state convention represented by the board member. (Board members as of September 30, 2025.)

Jamie McGlaughn  
Gadsden, Alabama

Vashti Jones  
Augusta, Kansas  
(Kansas/Nebraska)

Becky Denham  
Eugene, Oregon  
(Northwest)

Robin Barden  
Anchorage, Alaska

Linda Cooper  
Bowling Green, Kentucky

Tabra Goodrum  
Cincinnati, Ohio

Shirley Arnold  
Tempe, Arizona

Phyllis Rodgers  
Ringgold, Louisiana

Kennedy Lehev  
Moore, Oklahoma

Lisa Jones  
Stamps, Arkansas

Angela Kucharczyk  
Elmira, Michigan

Fanny Grote  
Camp Hill, Pennsylvania  
(Pennsylvania/South Jersey)

Sandra Hughes  
Lake Isabella, California

Tia Underbakke  
Maplewood, Minnesota  
(Minnesota/Wisconsin)

Libby Neil  
Townville, South Carolina

Katrina Sellers  
Floral City, Florida

Terrie Harwood  
Batesville, Mississippi

Ramona Hicks  
Cookeville, Tennessee

Pam Murphy  
LaGrange, Georgia

Janet York  
Richland, Missouri

Jackie Faughn  
Nevada, Texas

Kristine Jocson  
Waipahu, Hawaii

Mandi McCraw  
Fort Smith, Montana

Sonia Gutierrez  
West Jordan, Utah  
(Utah/Idaho)

Lindsay Wineinger  
Princeville, Illinois

Denise Clymer  
Jemez Pueblo, New Mexico

Lucianne Warren  
Red House, Virginia

Tami Hubler  
Pendleton, Indiana

Beth McMahon  
Cicero, New York

Janora Skeens  
Huntington, West Virginia

Deb Speas  
Van Meter, Iowa

Barbara Hill  
Statesville, North Carolina

*The WMU Executive Board, which is comprised of women who serve as WMU presidents in their state or multistate territory, gathered twice in 2025 to conduct the business of the organization. These meetings took place in Birmingham, Alabama on January 12 and via video conference call on May 31.*

# WMU 2025 Statistical Report

## REVENUES

*October 2024-September 2025*

Periodical Subscriptions	\$2,372,788
Products and Literature	\$469,556
Investments	\$781,331
Contributions	\$1,511,146
Other	<u>\$102,304</u>
<b>Total</b>	<b>\$5,237,125</b>

## EXPENSES

*October 2024-September 2025*

Payroll and Benefits	\$2,224,670
Cost of Production	\$1,276,816
Facilities and Operations	\$440,037
Travel and Meetings	\$111,979
Promotion and Public Relations	\$55,445
Office Expenses	\$420,934
Grants and Mission Support	\$373,879
Projects	<u>\$23,614</u>
<b>Total</b>	<b>\$4,927,374</b>

**Net**

**\$309,751**

Based in Birmingham, Alabama, national WMU is not a part of the Cooperative Program allocation budget and receives no funds from the Annie Armstrong Easter Offering® or Lottie Moon Christmas Offering®. National WMU is supported through the sale of missional resources and from investments and charitable contributions.

# Connect With Us

---

## WMU



100 Missionary Ridge | Birmingham, Alabama 35242



205-991-8100



[wmu.com](http://wmu.com)



@nationalwmu