



PURPOSEFUL
Living INC.
IMPACT REPORT 2022

LETTER FROM THE FOUNDER



COMMUNITY IN A DISCONNECTED SOCIETY



Nadine in Africa

After a mission trip to South Africa; witnessing profound financial and physical needs but also depth of community, authentic relationships, and intimacy with God, I became convicted of the **need for authentic community right here in our country.**

Seeing the impacts of real-world events over the past 3 years; COVID, political and racial discourse, and the emotional, and mental turmoil that

we have all experienced, it became evident to me that Purposeful Living INC was created for “such a time as this.” I believe that God has placed us in this time, in this place for a reason beyond us.

We are working diligently to keep women connected, healthy, supported, and purposeful. We are so grateful to our givers, volunteers, sponsors, and leaders. Because of unselfish generosity of time, talents, and treasures, we have been able to provide one-on-coaching, growth groups for healing, life-giving events, and care for women in difficult seasons at no cost to them.

It is true connection that we need as a society. Together we can heal, grow, discover our purpose, and live it out.

In Gratitude,
Nadine McLouan



Nadine

WHO WE ARE

Purposeful Living INC is here to inspire and transform the modern woman: the woman who feels pressure to have it all together, but behind closed doors she's hurting, searching, or lonely.

MISSION

To invite women out of isolation into Christ-like community.

VISION

To be the largest community of women supporting women through the love of Christ.



Rachel, Lesley, Carla, Julie, Dawn & Kristin

WHY WE ARE HERE

Women often suffer silently, prioritizing others' health before their own.
We impact women in our community by offering no-cost solutions to their real-world problems.



Felicia & Erika

2022 COMMUNITY PULSE

- 41% Currently feeling **lonely or isolated**
- 54% Currently fighting **anxiety or depression**
- 64% Currently struggling **behind closed doors**
- 75% Currently needing support to **find and live on purpose**

Statistics taken from the 2022 Breakfast with a Purpose survey

2022 PURPOSEFUL IMPACT

Felt **connected/in community**

98%

Saw **improvement** in their
mental/emotional health

96%

Were **helped** during a traumatic **life event**

90%

Were **supported in order to**
find their purpose

91%

Statistics taken from the Purposeful Living INC 2022 Community Survey



Leadership Team

HOW WE CHANGE LIVES

We journey with women through their healing, their growth, finding their purpose, and living it out.
We are committed to providing our programs at no cost to every woman.

OUR PROGRAMS

We inspire and transform women through our four programs.

CARE

Community outreach events and services



Kathleen

EVENTS

Inspiring small and large gatherings



Deagria, Robin
& Nadine

GROWTH

Transformational small group opportunities



Davisha and Bre

COACHING

One-on-one personalized coaching



Debbie and Crystal



CARE

Our Care Program provides encouragement and resources to women who are walking through a difficult season. We inspire women in our community with a feeling of hope and love.



Bre's Daughter

CARE CARDS & COOKIES

An open event for women to write encouraging cards, indulge in delicious cookies, and connect in community.

554 Cards of Encouragement hand-written by our volunteers.

BOXES OF LOVE

An open event for women to create encouragement boxes filled with self-care items and pray over recipients.

100 Boxes of Love packed and distributed by our team.



Susan



Amanda & Julie

PRAYER

Our Prayer Team hosts a weekly prayer call to pray over our community and organization. They also pray over events and all event attendees by name.

1,342 Women prayed for by our prayer volunteers.



EVENTS

Our Events provide small and large gathering opportunities for women who desire connection.
We change lives by inviting women out of isolation into supportive community.

COMMUNITY EVENTS



Toby & Gloria



Jill, Thomasena,
& Kina



Tyna

BREAKFAST WITH A PURPOSE

Our biggest event of the year with a major impact on engagement in our no-cost programs.

308 Attendees

NETWORKING

Our Momentum and Purposeful Networking events focus on authentic connection among attendees.

177 Individual Women

278 Total Attendees

WORKSHOPS

Our workshops encourage intimate connection and a deeper dive into transformative content.

56 Individual Women

141 Total Attendees

FUNDRAISING EVENTS

CELEBRATE

233 Attendees

\$103K Raised



Jeff & Lisa



Dan, John, Chad
Travis, Clint & Joe

GOLF OUTING

100 Golfers

\$27K Raised

IMPACT STORY



A Woman Inspired HEATHER SHOWALTER

Heather looks like a woman who has it all together. She is beautiful, passionate, and caring with a husband and six kids. You'll often find her driving around town with beachy-chic hair and dewy makeup. But behind closed doors, she has a story wrought with trauma which has led her to a life of inspiration.

In 2016, Heather found herself in the middle of a divorce from a once-addicted abuser, the most difficult and painful experience she has ever faced. Like the many women who are called to Purposeful Living, Heather was hurting, searching and lonely.

"I started my healing journey when I heard and received the whisper, 'change is necessary,'" Heather shares. Heather's healing was not only critical for her own future, but the future of her kids as well. She continues, "Unfortunately, our kids experienced several adverse experiences, including abuse, neglect and household dysfunction. I knew I had to do something, or be left with my broken pieces and those of my four children."

By changing her routine, the healing process started and allowed her to rise up to her challenges. Heather remarried and has six children now with the addition of two step children. As her healing journey continued, Heather felt called to walk alongside other women who were hurting.

At the suggestion from her sister-in-law, Heather connected with Purposeful Living INC. Little did she know, her desire to connect with women through this organization would lead to some of the deepest healing she had ever experienced.



Heather & Nadine

Heather & Julie

"Purposeful Living has been very instrumental in helping me to find and become myself," Heather says. "By finding the identity that God has assigned to me, I'm working hard every day to be the new me."

Heather has been inspired to walk out her identity in Christ through each program in Purposeful Living. She can share stories from participating in, and eventually leading, Growth Groups, her time working one-on-one with a Coach, and the connection she experiences at events; but one of our favorite stories is how our Care Program showed up at just the right time. We've included her Facebook post below.

Heather's healing journey continues to unfold as she remains

plugged-in at Purposeful Living. In fact, she is inspiring others to give to the organization through which she has received so much healing, and has accepted the role of Fundraising Coordinator for 2023.

"I look forward to embracing this role and spreading the good news about this organization with the masses. A healed woman is a healed wife, mother, daughter, sister, friend, employee, aunt, neighbor, cousin, and disciple. A healed woman can heal those she touches to create a ripple effect that can heal our community and make a positive difference in our world. I am walking on purpose in my purpose and discovering gifts along the way that are life changing. It is my mission to touch as many women as possible so their dreams, too, can become a reality."



A healed woman can heal those she touches to create a ripple effect that can heal our community and make a positive difference in our world.





GROWTH



Our Growth Program provides a safe space where women find true healing and authentic community. Things happen in small groups that cannot happen anywhere else. We help women transform by creating a sacred, healing space to share authentically and be accepted right where they are.

GROWTH GROUPS

Our Growth Groups are a place where participants are loved and accepted where they are and encouraged to become all that they can be.

159 Women joined a Growth Group

100% Of women say the Growth Groups had a positive impact on their mental health



Heather, JoLee
Tyna & Debra

The My Healing Growth Group has touched me so deeply knowing I have never been alone in the world and there are others just like me. There is love, hope, and people who care. There are people to help walk this path of life right beside me. My life has truly been enriched beyond belief.

OUR LEADERS

Our Growth Group Leaders are volunteers who have a heart to serve and support women as they seek God's perspective on the path of growth.

22 Leaders



Christina & Ida



COACHING

Our Coaching Program provides women with a personal coach to help them heal, grow, and fulfill their destiny. We change lives by lovingly supporting women as they transform from the inside out.

THE WOMEN WE COACH

Coaching is about moving women forward. Identifying where they are, where they want to be, and what is necessary to bridge that gap.

76 Women were coached

72% Of women coached say they grew relationally, spiritually, emotionally, and mentally



Lindsay & Robyn



After the first few sessions with my coach I could already see a difference in my relationships. I implemented the strategies I had learned about boundaries and felt like a weight had been lifted off me.



OUR COACHES

Our coaches are volunteers who are passionate about walking alongside women through a journey of healing, growth, and transformation.

25 Active coaches

20 Total Purposeful Living certified coaches



Coaching Team

IMPACT STORY



A Woman Transformed CARLA SANDS

Carla is the typical modern woman. On the outside, she looks like she has it all together: She has a husband, three kids, a dog, and a cat. She has a part-time job as well as the role of a full-time mom and wife. But on the inside, she carries a painful but powerful story of transformation.

In March of 2015, a few short months after a miscarriage with her third pregnancy, their family moved from the south to the Crossroads of America, Indiana.

"We knew the Lord was guiding us here," says Carla. "Things just simply fell into place."



Carla & Husband
Spring 2015



Carla & Boys
Fall 2015

One month after their arrival, Carla discovered she was pregnant for the fourth time. Instead of joy, excitement, and laughter, her heart filled with dread. Her pregnancy launched her into a state of depression.

Carla goes on to share, "My husband and I were trying to establish ourselves in a new state, many states away from anyone we knew, with two young kids at home. We were living in a cramped condo, with not-so-happy downstairs neighbors. We were searching for a house to make our own. We were searching for a church family to call our own. I was lonely, angry, and depressed and he was busy. There was nothing stable in our lives. We felt trapped in a life without help. We didn't know anyone, and it was difficult to make real friends. We were living life without community."

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While reading a children's Bible story to her kids, Carla had a powerful encounter with Jesus, altering the course of her life. She recalls, "Tears streamed down my face. The Holy Spirit was doing a mighty work in me. It didn't matter that I was angry with Him. He pursued me. He wanted me. He chose me. After that day, there was no turning back."

In 2019, at the advice from a friend, she reached out to Nadine McGowan, founder of Purposeful Living INC. McGowan invited her to an upcoming Momentum event.

"I stepped into the event room and Nadine walked up to me, wrapped her arms around me, and gave me a great big hug," Carla remembers.

The rest of the event just got better. She met women who were excited to listen to her and share their real selves. It was a level of authenticity she hadn't found anywhere else.

Carla was inspired to join the launch of a new Purposeful Living program, Growth Groups, and became one of their first Growth Group Leaders. Walking alongside other women as they healed was where God was calling her. She continues to serve in many capacities within Purposeful Living to this day.

"Purposeful Living not only became the community I desperately needed, but they inspired me to give my time back to women who were hurting like me. Through this community, their love and support, I was also empowered to finally launch my own non-profit, Shine, mama."

Although her transformation journey continues, Carla lives a life in deeper intimacy with God, creates and maintains healthy friendships, and has a healthier relationship with her husband and kids.

"I knew God had led my family here to Indiana. But I had no idea what He had in store for me. I am so grateful for His sovereignty and for the women of Purposeful Living."

I am so grateful for [God's] sovereignty and for the women of Purposeful Living.



Natalia, Karen,
& Carla - 2020



Joyful Woman
Conference 2019



2021 Growth Gro



Nadine, Julie
Carla, & Susan 2022



Carla & Family
2022

BY THE NUMBERS

INSPIRED



735

TRANSFORMED



193

VOLUNTEERS



113

GIVERS



335

SPONSORS



15

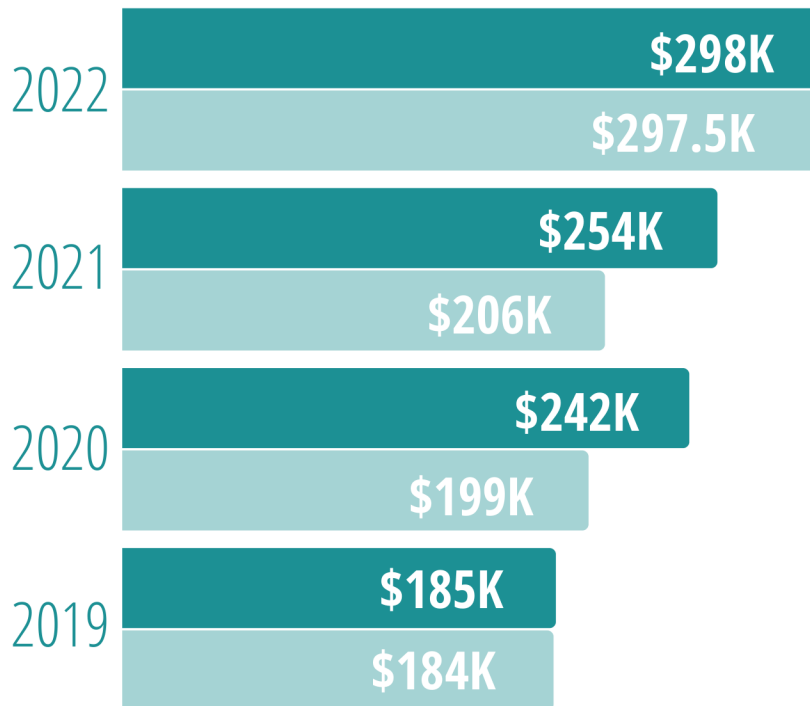
TOTAL CONNECTIONS



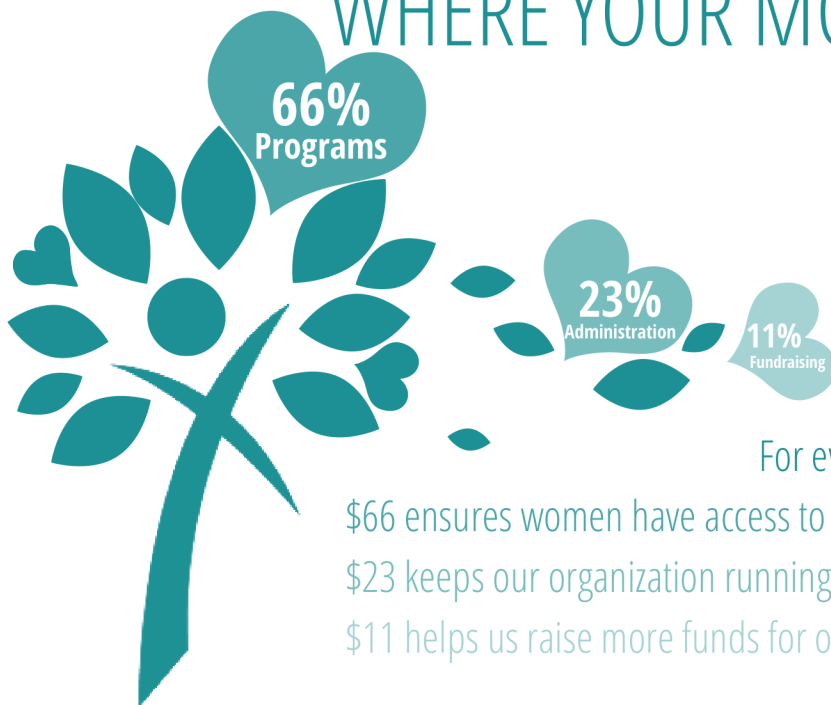
3,932

FINANCIALS

REVENUE VS EXPENSES



WHERE YOUR MONEY GOES



For every \$100 spent:

\$66 ensures women have access to our transformational programs at no cost.

\$23 keeps our organization running smoothly.

\$11 helps us raise more funds for our organization.

PEOPLE BEHIND THE ORG

Purposeful Living INC is comprised mostly of volunteers. We couldn't impact the women we do without these amazing people.

2022 BOARD OF DIRECTORS

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National Account Executive,
NICE, LTD

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Business Operations Director,
JDR Web Solutions

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Carla Sands
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COACHING COORDINATORS

Mary Warner
Chris Walden

COMMUNICATIONS COORDINATORS

Linky Ugeh
Carla Sands

FUNDRAISING COORDINATOR

Sara Hudson

SOCIAL MEDIA COORDINATOR

Brianna Downs

OUR 2022 GIVERS

Purposeful Living INC is made possible entirely through generous contributions. Because of our givers, women are able to have access to Coaching, Growth Groups, Care, and Events -- all at no cost to them! Their generosity is leaving a legacy and creating a ripple effect in our world.

GAME CHANGERS & PURPOSEFUL PARTNERS

Ashley and Elliott Allen

Sherry and Brian Borshoff

Christina and Shanner Drake

Heather and Chris Hemphill

Sara and Scott Hudson

Cynthia Pizarro

RJS Foundation

Cynthia and Robert Scannell



CIRCLE OF HOPE - GOLD

Maddi and Spencer Bagan

Susan and Darrell Barnes

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Lindsay and Steve Schloss

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Jeanmarie Kob

Alison Martin

Jamie and Justin McCabe

Jessica and Rusty DeWitt

Gregory Esslinger

Mendi Funk

Greg Huffman

Debbie and Curt Mikulla

Modern Woodman Financial

Medea Paul

Nicole Pence Becker

Lisa and Mike Roark

Jessilyn and Chris Rose

Karen and Mark Scales

Julie and Scott Sprinkle

Yasmin and Will Stump

Julie and Scot Sullivan

Linky and Berthran Ugeh

Laura Vickery

OUR 2022 SPONSORS



INNATE WAY
WELLNESS



LINK ARMS WITH US

GIVE

We need donors like you to continue to reach women in your community.



CONNECT

Get plugged in with Purposeful Living! Come join us at one of our many events or groups.



VOLUNTEER

Volunteers are the lifeblood of our organization. We have so many areas ready for you to jump in.



FACEBOOK
Purposeful Living INC



INSTAGRAM
Purposeful Living INC



PODCAST
Linking Arms

Closed Group:
Purposeful Living INC Ladies

