



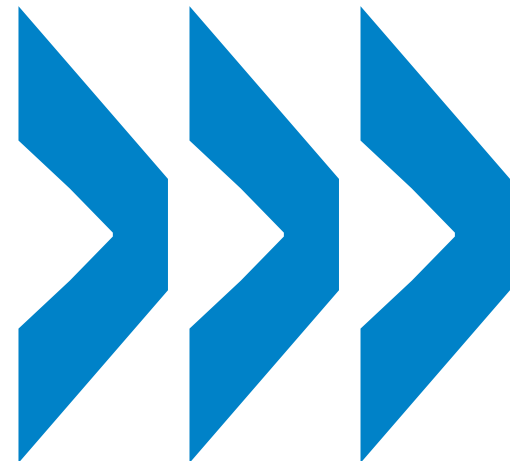
# 2024 Annual Report

## Mission Statement

Mercy Multiplied exists to provide opportunities and resources for all to experience God's unconditional love, forgiveness, and life-transforming power.

## What We Do

Mercy has a Residential Counseling Program for women ages 13–32 and Outpatient Counseling Programs for men (Louisiana only) and women ages 13 or older. These services are voluntary, biblically-based, and free of charge. Through our Outreach Services we provide multiple resources online and onsite designed to equip men and women of all ages to live free, stay free, and effectively help others find freedom in Christ.



# Guiding Principles



Provide our Residential and Outpatient Counseling Programs **free of charge**



**Tithe 10%** of what we receive



Never accept money that would restrict our ability to share Jesus Christ

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Founder  
Sara Sells  
Franklin, TN



# 2024 Accomplishments

- At our Centers for Wellness and Counseling, in Monroe, LA and St. Louis, MO we provided free counseling for 191 women and 37 men in 2024.
- 194 people went through our MPower training this year, either in-person or online. (Over 3,000 people have experienced MPower training over the past 9 years, including leaders from more than 500 churches and ministries.)
- 181 women participated in the new 5-day Keys to Freedom Retreat on our St. Louis campus. This included 13 women who took part in a new retreat curated specifically for pastors and ministry leaders.
- Mercy created a new resource for parents of struggling teenagers in partnership with Axis, an organization with an engaged audience of almost 375,000 adults who collectively influence more than 5 million young people. The Guide for Parents of Struggling Teens is now available on the Mercy website and the Axis site.
- 65 young women participated in our Residential Counseling Program this year. Ten residents chose to follow Christ in baptism. Five of these women professed their faith in Jesus for the first time.



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Enhance our Residential Counseling Program by creating and implementing additional life skills trainings and resources to equip young women for success in their future.



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Increase Outreach Services through varied offerings of the Keys to Freedom Retreat in St. Louis, including a Pilot of a Men's Retreat.



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Enhance the application process for Mercy services by developing a streamlined online application with an improved website and user-friendly app that increases ease of access, simplifies navigation, and ensures users can quickly and easily find the information they need.



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Develop and pilot a segment of the envisioned future Keys to Freedom Youth curriculum, focusing on testing and refining its content and delivery to ensure alignment with audience needs.

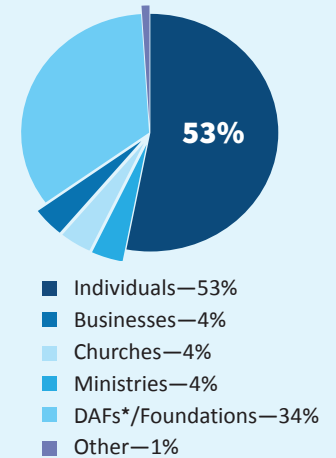
# 2025 Goals

# Statement of Activities\*

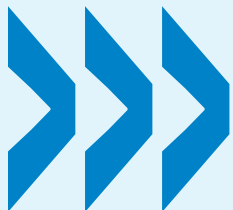
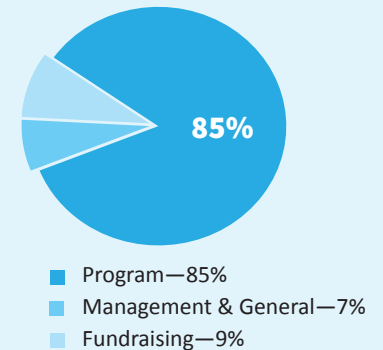
For the Twelve Months Ending December 31, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
<b>Revenues, gains and other support</b>			
Contributions	7,255,601	1,195,422	8,451,023
Special Events	541,314	30,835	572,149
Registration fees	10,075	(50)	10,025
Resource sales	62,660	390	63,050
Outreach	106,791	-	106,791
Non-Cash donations	470,249	-	470,249
Interest Income	142,605	-	142,605
Other income	580,763	-	580,763
Net assets released from restriction	1,156,367	(1,156,367)	-
<b>Total Revenues, gains and other support</b>	<b>10,326,425</b>	<b>70,230</b>	<b>10,396,655</b>
<b>Functional expenses</b>			
Program Expenses	7,961,198	10,431	7,971,629
Management and general	629,066	803	629,869
Fundraising	828,955	1,199	830,154
<b>Functional expenses</b>	<b>9,419,219</b>	<b>12,433</b>	<b>9,431,652</b>
<b>Change in net assets</b>	<b>907,206</b>	<b>57,797</b>	<b>965,003</b>
<b>Net Assets - Beginning of year</b>	<b>14,056,376</b>	<b>6,867,093</b>	<b>20,923,469</b>
<b>Net Assets - End of year</b>	<b>14,963,582</b>	<b>6,924,890</b>	<b>21,888,472</b>

**2024**  
**Year-End Total Receipts\*\***  
(by Donor Source)



**2024**  
**Functional Expenses\*\*\***  
(unaudited)



\* **Statement of Activities:** audited

\*\* **Donor Advised Funds:** Because Mercy Multiplied does not routinely apply for grants, the majority of gifts from foundations are initiated by private individuals who support the ministry and have chosen to give through a donor advised fund or family foundation.

\*\*\* For a complete financial report, send your request to [info@mercymultiplied.com](mailto:info@mercymultiplied.com).





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Mercy operates under the highest standards of financial accountability and excellence. We work to consistently exceed industry standards through ECFA, we have received the top-ranking Platinum Seal of Transparency from Candid, attained the highest rating (4-stars) on Charity Navigator, and we are rated by Great NonProfits as top-rated. To view our full ratings, visit our website at [MercyMultiplied.com](http://MercyMultiplied.com).

