



## MINISTRY DISTINCTIVES

This is a snapshot of **STEPS Ministries** — distinctives, impact and key initiatives your foundation or sponsorship can support to help people improve their lives, grow closer to God and prevent life-altering struggles.

### **FAITH + SCIENCE**

Proven evidence-based prevention strategies integrated with biblical wisdom.

### **GRACE-DRIVEN**

Practical, hopeful, and nonjudgmental education to meet people where they are.

### **SCALABLE DIGITAL OUTREACH**

Millions of views of 500+ social posts, 200+ videos and 100+ blogs per year.

### **MULTIPLICATION MODEL**

Equip churches, schools, nonprofits and companies for impact across Alabama.

# IMPACT AND OUTCOMES

## MINISTRY REACH

- 2025 goal – 2 million digital views of our messages and 50,000 engagements with deeper content.
- Reaching hundreds of thousands of people through podcasts, videos, email and traditional media.
- Equipped thousands through seminars, parenting programs, toolkits, partnerships and resources.

## ENGAGEMENT

- Partnered with dozens of organizations like churches, nonprofits, schools and others in Alabama.
- In-person seminars consistently rated 9.7+ out of 10 with many extremely positive comments.
- At-risk high school students rated the importance of STEPS life skills education as 9.6 out of 10.

## TRANSFORMATION

- Parents reported greater skills and confidence, family unity and fewer risky behaviors.
- Hundreds of inspiring testimonials from people on the value and impact of STEPS training.
- People testify to renewed faith, freedom from addiction, stronger families and hope for the future.

# KEY INITIATIVES

## 1. STEPS TO SPIRITUAL GROWTH

- GOAL – Meet people where they are to help them take grace-filled steps toward faith, peace and hope.
- APPROACH – Interactive program with workbook and large-scale video, social and church outreach.

*"Very encouraging to hear practical tips to move myself and my kids toward the Gospel from someone who has experienced struggles himself. Well worth the time." (James, a father and seminar attendee)*

## 2. PROACTIVE AND BIBLICAL PARENTING

- GOAL – Equip parents with Scripture-based skills and strategies to prevent issues before they escalate.
- APPROACH – PACES workshops, online training center and church-based training and small groups.

*"We greatly appreciate the content portal, resources and Biblical guidance STEPS Ministries provides for parents and families that are struggling." (Bruce Terry, senior pastor at Liberty Church)*

## 3. REAL LIFE SKILLS FOR TEENS

- GOAL – Teach life skills for spiritual, emotional, mental, social and personal wellness and resilience.
- APPROACH – Practical life skills curriculum and partnering with churches, schools and nonprofits.

*"I am happy people actually care about our future and want to put their time into us. I really think this is a great program and I truly am blessed to get this opportunity." (Darnell, an at-risk teenager)*

## 4. THE PREVENTION MOVEMENT

- GOAL – Expand prevention education to every county in Alabama for substance use and mental health.
- APPROACH – County-wide campaigns delivering prevention education to all 67 Alabama counties.

*"STEPS Ministries is leading the way on prevention. They help families identify healthy behaviors before trouble arises." (Don Menendez, CEO, White Plume Technologies)*

# FUNDING REQUEST

## **REQUEST**

We respectfully request you increase or continue last year's gift or get started as you feel led and hope we can continue our ongoing partnership to strengthen families and communities together.

## **USE OF FUNDS**

Expand the four initiatives above and extend them across more of Alabama. Strengthen digital outreach to deliver millions of views of ministry content. Scale partnerships with churches, schools, nonprofits and other organizations.

## **IMPACT**

Together, we can prevent substance abuse and mental health problems, train parents and teens, strengthen families, equip churches and nonprofits, engage businesses in ministry and guide more people toward God.

Thank you for your kind consideration of this request. STEPS would be honored to partner with you to make an impact in the community. –  
Steve Ward, Executive Director at STEPS Ministries