

# BUILDING FIRM FOUNDATIONS



2024 ANNUAL REPORT



# Exciting Progress & Plans

As we turn the corner on another year of ministry, we once again thank God for His provision, wisdom, and grace. Many years ago, He gave our founder, Howard Dayton, the vision of seeing everyone, everywhere faithfully living by God's financial principles in every area of their lives so they may know Christ more intimately, be free to serve Him, and help fund the Great Commission. This past year was another amazing year of progress toward fulfilling that vision.

In 2024, God called our focus to a new audience – the poor and struggling. Since Compass was founded, we have been committed to presenting the Bible's universal truths to everyone. Reaching this demographic has been an exciting challenge for us, though, requiring an entirely different approach. Throughout this work, the Spirit encouraged us with the words of our Lord found in Matthew 25:40, "Whatever you did for one of the least of these brothers and sisters of mine, you did for me." We are excited to see how God uses the new Making Ends Meet video study in both English and Spanish to reach those who are struggling.

In addition to this major undertaking, we hit several other significant milestones. We now have leaders in all eleven global regions giving us access to everyone, everywhere. We continued our YouVersion outreach with new Reading Plans and now serve over 165,000 subscribers. We trained hundreds more leaders worldwide and had over 12,000 people participate in Compass learning programs.

Thanks to the strong foundation built by Howard and our current Board Chair, Brandon Sieben, our vision, mission, and values continue to guide us. Our strategies are working, our team is executing well, and our outlook for the future is positive. Glory be to God!

In 2025, we are excited to reach more new audiences as God has directed, while continuing to disciple those He has previously put in our path.

With your generous support, we are now working on a curriculum specifically designed for children 11-15 years old. This age group is on the front-line of the battle between the Word and the world and we want to make sure they learn God's way of handling money.

Our team is also focused on building relationships with new community centers, shelters, and churches to get the new Making Ends Meet video study into the hands and hearts of those who desperately need it.

In addition to these, we have exciting efforts underway to disciple young adults through improved experience journeys, and help them make disciples through new approaches to leader development. It's going to be a great year, to say the least!

We thank God for faithfully providing the skills, relationships, and resources needed to do His work, and we are thankful for each and every member of the Compass Community.

In Christ,



A handwritten signature in blue ink that reads "Brian C. Holtz".

**Brian Holtz**  
CEO, Compass

# 2024 New Resources



## ***Making Ends Meet Video Study***

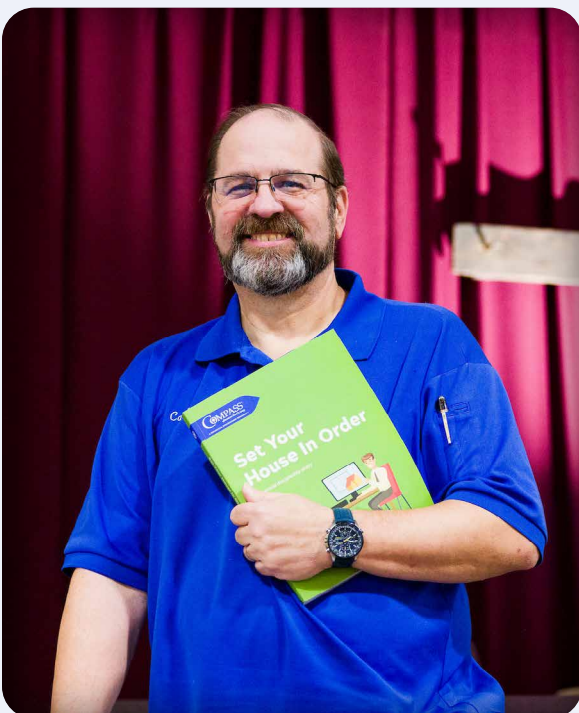
Designed to help people get out of the vicious economic cycle that is keeping them trapped without hope for their future. Participants learn how to apply God's Word in a tangible way to change their financial situation from one of surviving to thriving.

***Also available in Spanish!***



## ***Finances God's Way Devotional***

Designed as an affordable, easy-to-use entry point for those just starting their financial discipleship journey. At only \$7.99 with the purchase of 2+, this 14-day devotional is a great tool to introduce others to God's biblical financial principles.



## ***U.S. Pastor Equips Church Members to Plan for the Unexpected***

"I have used other financial studies, and I've read other financial materials, but I found that Compass is rooted well in scripture, and that is a very attractive feature. The Set Your House in Order study has been transformative for a number of our members. It instructs you on how to make sure you have your important papers and decisions available and communicated to family members before difficult times come."

**- Pastor Calvin Hubbard, Barksdale Baptist Church, Bossier, LA**

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**WATCH VIDEO**

# 2024 Milestones

## By the Numbers

**9,500**

People Reached Through  
Online Events

**6,250**

Lives Impacted Through  
In-Person Events

**750**

Leaders  
Equipped

**47%**

Increase in  
Website Traffic

**\$100k**

Matching Campaign  
Goal Achieved

**\$1.24m**

Total  
Revenue

## 2024 YouVersion Impact

Our reading plans on YouVersion have been an effective outreach tool to transform thousands of lives.

**25,758**

Lives Impacted

**170**

Countries Reached

Reading Plans	Completions
English	24,393
Bulgarian	499
Russian	322
Arabic	168
Portuguese	179
Slovak	197



"2024 was a year of change! We rebranded, rolled out a new website and customer engagement strategy, developed aids for churches and financial professionals to use our resources, and completed several campaigns. Through this we expanded our reach and brand awareness. We are excitedly and prayerfully building on this in 2025."

– Dan Nicewander, VP of Marketing & Communications



# Expanded Global Reach

## New Global Chairs Filled in Our Final Two Regions



**FRANCOPHONE AFRICA**  
Patrick Sassou Abah-Dakou



**LATIN AMERICA**  
Jaddiel Perez

## New Ministries in 12 Countries

Belarus  
Jamaica  
Jordan

Kazakhstan  
Malawi  
Russia

Senegal  
South Korea  
Thailand

Togo  
United Arab Emirates  
Uzbekistan

"For the first time in the 40+ year history of Compass and our predecessor ministries, we have line of sight to achieving our vision of seeing everyone, everywhere faithfully living by God's financial principles as God has provided faithful leaders to serve as our eleven Global affiliate leaders."

– **Nick Breach, Vice President of Field Operations**



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HERE**

**WATCH VIDEO**

## First Conference in Ghana

God is moving in Africa! The International conference attracted people from five continents to Accra, Ghana. What a beautiful outpouring of God's Spirit on participants coming from more than 16 countries! It was an amazing three-day conference in Accra, Ghana. A revival indeed!

When the invitation was extended to commit to financial discipleship, at least two rows of people lined the front of the room. In the video below, three women from Ghana share the impact Compass has had on their lives.

# What's New in 2025



## Our Strategic Priorities



**Expand Our Reach so More People Can Learn About God's Life-Changing Truths**



**Increase Engagement of Current Participants and Supporters**



**Complete Full-Range of Resources for Families / Youth**

"We continually hear stories about the financial and spiritual impact from sharing Compass resources in the communities where we serve. From business owners, to retirees, to high schoolers, to churches, to folks who are struggling financially, everyone benefits from a better understanding of God's principles for wise financial decisions."

**– Dan Lewis, River Foundation**





## Completion of Firm Foundations

We will soon be launching *The Treasure of Handling Money God's Way*, an activity workbook for ages 5-10, followed by the completion of an educational resource uniquely formatted for children 11-15 years old.

Once these essential projects are completed, Compass will have a range of resources designed to help those from 5 years old to grandparents learn to glorify God with their finances - giving families a firm foundation for their financial journey with God.



### ***The Treasure***

A new activity workbook for ages 5-10.



### ***New Resource***

New resource for ages 11-15.



"In addition to completing our Firm Foundations initiative with the delivery of the two new resources for ages 5-15, we are looking forward to adding more creative and innovative tools and refreshing existing resources to help make it easier for leaders and facilitators to teach God's financial principles."

**– Kyle Hasbrouck, Chief Content Officer**



# 2025 Outreach Focus

## Making Ends Meet Video Study



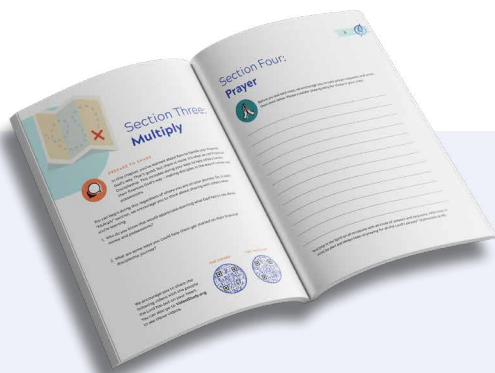
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[WATCH OVERVIEW VIDEO](#)

### *Getting this new study into the hands of those who need it.*

Many are in financial survival mode and unsure how they are going to get through the next month, week, or even day. Amid inflation, and prices increasing faster than income, many are struggling to make ends meet.

Families are struggling to buy homes, pay mortgages, grocery and childcare costs. They need help, and it's about more than just spending less and better budgeting. This study will give them the opportunity to experience financial health and hope.



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## Where to Use



***Churches***



***Addiction Recovery Centers***



***Shelters***



***Crisis Pregnancy Centers***



***Prison Ministries***



***Anywhere There is a Need***



### ***Successful Pilot at Men's Rehabilitation Center***

James Walden, Compass Arkansas, recently led the pilot of the Making Ends Meet Video Study in a men's rehabilitation center.

"This course goes back to the basics, which is helpful for those who lack knowledge about the fundamentals - What is insurance; what's wrong with get rich quick schemes? This study breaks ground in ways other financial studies do not. It gets to the heart of why, as well as what."

Participants responded with a desire to do more than improve their finances. Their answers revealed heart change: "I want to be a better father." "I want to be able to pay medical bills and plan for the unexpected, not just the day to day." Praise God!

# Financial Info

2024\*

2023

## REVENUE In USD thousands

General	\$692,000	54%	\$736,000	57%
Restricted	\$353,000	27%	\$414,000	32%
Product Sales, Fees, etc.	\$211,000	16%	\$136,000	11%
Interest	\$34,000	3%	\$8,000	1%
<b>TOTAL</b>	<b>\$1,290,000</b>	<b>100%</b>	<b>\$1,294,000</b>	<b>100%</b>

## EXPENSES In USD thousands

Program Expenses	\$1,116,000	73%	\$969,000	76%
Management and Admin	\$411,000	27%	\$238,000	24%
<b>TOTAL</b>	<b>\$1,527,000</b>	<b>100%</b>	<b>\$1,267,000</b>	<b>100%</b>

\*Preliminary

*We praise God for the financial health which allowed us to make strategic investments in our branding and outreach, expanded global presence, and our new Making Ends Meet study in 2024.*



"Charting Your Legacy is a course provided by Compass that helped me build the foundational principles of finances and charitable giving. This has led to a transformation of my heart that has continued to evolve every year. Since taking the course, I have been able to give more than I have ever given before and have had more fun than ever doing it! Praise be to God."

**– Jake Welch, President of Welshire Advisors**



### **Book Study Leads to Big Changes for Mom's Group**

"I had never led a study before, but my church asked if I would be interested in leading a small group study for moms. At about the same time I received a copy of Financial Discipleship for Families as a gift and thought it would be a relevant topic that could be helpful to other moms. Most of the women were moms with young children trying to figure out how to better train and raise our children in several different aspects of life. After the study, each mom had a different story on how God had helped them. Some were having better communication with their husbands around the topic of money while others shared about making progress on their debt, or a greater desire to tithe.

A few of us, including myself, had not started teaching our children about tithing, setting budgets or savings, so we started the process during the study and found it to be so helpful. It makes me feel confident that my family is on the right track in how we are using our resources and how we are teaching our children to put God first in our finances. I highly recommend the Financial Discipleship for Families book to help you learn how to talk with your children and spouse about finances God's way."

– **Amy Mariappan, Study Leader**



"For many years, I have had a passion for telling my clients and our community about Biblical Stewardship. One of my largest struggles was finding the support and content to set those wheels in motion. Then I met someone from Compass. Problem solved. They have amazing people and resources to walk along any stewardship ministry. This is why I support Compass!"

– **John C. McDonald**

## **Board of Directors**

**Brandon Sieben**  
Chairman of the Board  
*Former Compass CEO*

**Howard Dayton**  
Board Member  
*Compass Founder  
& Former CEO*

**Kyle Hasbrouck**  
Board Member  
*Compass Chief  
Content Officer*

**Timothy J. Manor**  
Board Member  
*Partner,  
Lowndes Law (Retired)*

**Paul Rahill**  
Board Member  
*President & CEO,  
The Father's Table (Retired)*

**Tim Wright**  
Board Member  
*Multi McDonalds  
Franchise Owner (Retired)*



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***Pray with Us***

Please join us in praying that God would bless our efforts to reach people worldwide with His Word on money and possessions. Download a one-page prayer guide.

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HERE**

***Advocate for Us***

Please help advocate for Compass in your church, workplace, and community. Learn about the many ways to get involved.

**CLICK  
HERE**

***Invest in Us***

Please invest financially in Compass to see everyone, everywhere faithfully living by God's financial principles in every area of their lives.



*well-versed in finances*