

# 2025

Annual Donor  
Gratitude Report

THE UPPER ROOM®



**The Upper Room invites people to  
create daily life with God.**

# From the Director

Before I joined the fundraising team at The Upper Room, I served as a missionary in South Africa. I vividly remember the emotional and spiritual process of leaving my secure job as an editor to answer the call to serve in missions. I was not fearful about leaving family and friends—I trusted we would stay connected. I was not scared to leave my country and culture; I saw it as an adventure. I was not afraid of the work ahead, confident that God had called and equipped me.

But what did scare me—what absolutely terrified me—was asking for support: fundraising to sustain my life and ministry as a missionary.

Although my missionary training began to reshape my understanding of fundraising, *A Spirituality of Fundraising* by Henri J. M. Nouwen, published by The Upper Room, brought about a complete change of heart. After reading the book, I walked away with a new understanding of fundraising, one grounded deeply in the gospel. That understanding sparked a flame in my heart and planted the desire to pursue fundraising as a vocation when I returned to the United States.

At its core, Nouwen's understanding of fundraising is simple: fundraising is a form of ministry. It is "proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission." Nouwen goes on to say, "When those with money and those who need money share a mission, we see a central sign of new life in the Spirit of Christ. We belong together in our work because Jesus has brought us together, and our fruitfulness depends on staying connected with him."

This way of thinking transformed my life—and because of it, I now have the honor of serving alongside you. Indeed, wholly without coincidence, Jesus has brought us together to do this good work.

What is this good work? It is living out our mission to help people create daily life with God—a faithful expression of the Great Commission. The Upper Room lives out this calling through ministries such as the Walk to Emmaus and The Academy for Spiritual Formation; through prayer shared on our prayer wall; through equipping military, VA, and prison chaplains with *The Upper Room*; through accessible formats of the daily devotional guide for our visually impaired brothers and sisters; and through partnerships around the world that translate *The Upper Room* into different languages and local contexts.

What sustains and makes possible this shared work is God's good grace—and your faithful partnership. None of these ministries would exist without you. Through your generosity, you are part of something greater than yourself. Together, we are helping people around the world create daily life with God—a priceless gift, bearing fruit today, tomorrow, and into eternity.

On behalf of all of us at The Upper Room, I hope you will catch glimpses of your impact throughout these pages. This report stands as a testament to your generosity and to God's abiding grace. We give thanks to God, and we give thanks for you.



With sincere gratitude,

*Nicole Curtis*

**Nicole Curtis**

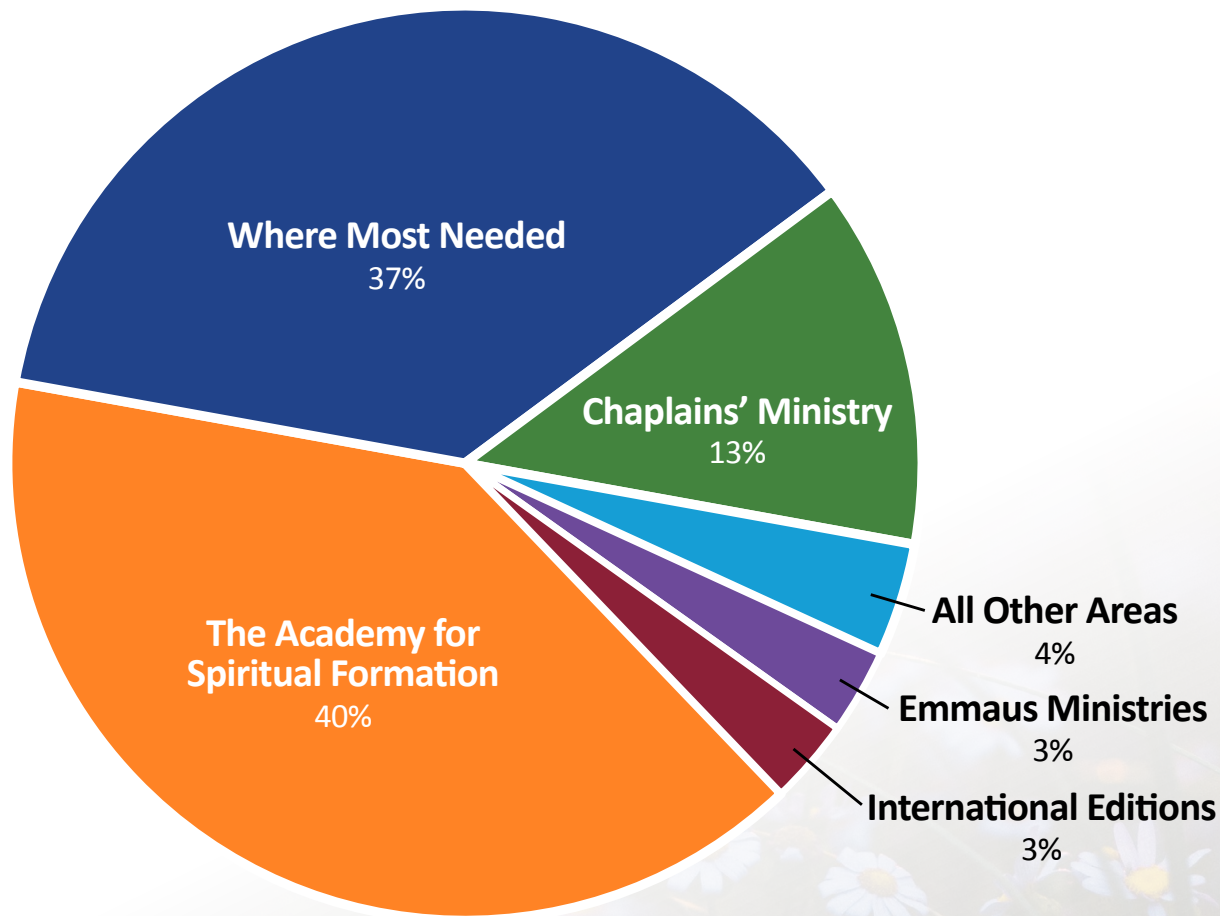
Director Fund Development, The Upper Room  
ncurtis@UpperRoom.org

*God has the power to provide you with more than enough of every kind of grace. That way, you will have everything you need always and in everything to provide more than enough for every kind of good work.*

2 CORINTHIANS 9:8 (CEB)

# Donor Revenue for 2025

Total dollars raised in 2025: **\$1,752,540**



**100%**

of every donated dollar goes directly to supporting our ministries. The cost of our fund-raising efforts is covered by our administration budget.

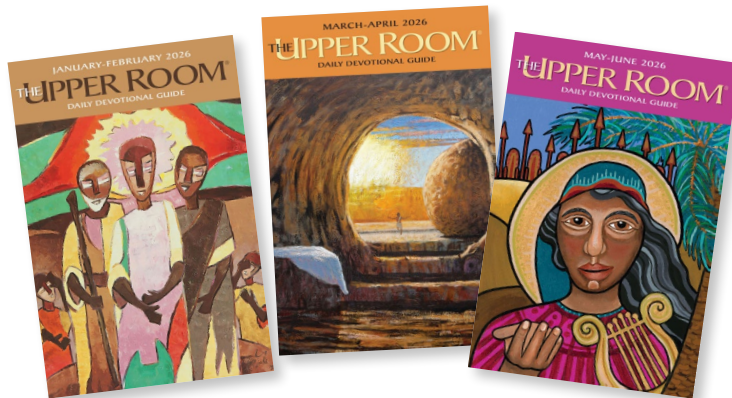
# Donor Revenue for 2025

## Chaplains' Ministry: \$234,390

The Chaplains' Ministry Fund provides *The Upper Room* daily devotional guide to military, VA hospital, and prison chaplains, equipping them with a trusted resource for ministry in places of deep need. What began during World War II has grown into The Upper Room's largest outreach. Each year, approximately 300,000 copies of the devotional, in English and Spanish, are distributed to chaplains to use in ministry.

### Note on Ministry Cost Increase

Due to rising printing and distribution costs, the annual cost to support one chaplain has increased from \$42 to \$48—the first increase in more than seven years. A gift of \$48 provides one chaplain with 10 copies of *The Upper Room* per issue to use in ministry. A monthly gift of \$48 supports 12 chaplains throughout the year, multiplying this ministry of presence and hope to service members, veterans, and incarcerated individuals across the country.



## THE UPPER ROOM<sup>®</sup> CHAPLAINS' MINISTRY

“Your donation strengthens our mission and vision, which is dedicated to transforming the experience of incarceration. Because of your generosity, we can safely operate our detention facilities through progressive, innovative, and humane practices aimed towards rehabilitating those in custody through non-conventional methods and returning citizens back into our community with hope and a chance for a successful future.”



**Prison Chaplain**  
North Carolina

# Donor Revenue for 2025

## International Editions of *The Upper Room*: \$53,247

*The Upper Room* is available in 32 languages and distributed in more than 100 countries—a living testament to the power of faith shared across cultures and communities. This fund sustains our international publishing efforts, supporting local ministry partners as they translate, produce, and distribute the devotional in their language and context. For many readers around the world, access to devotional material in their heart language is rare, making *The Upper Room* a deeply valued and formative resource.

Thanks to the generosity of donors in 2025, the Africa-English edition in Zimbabwe was launched, expanding the reach of the daily devotional guide in Zimbabwe, empowering people to create daily life with God. Most recently, the Zimbabwe team has started to produce the daily devotional in Shona and Ndebele, thus amplifying its reach and impact. In addition, local ministry partners renewed the Portuguese edition in Angola and extended its reach into Mozambique, strengthening connections across regions where spiritual resources are often limited.



“Greece provided the language of the New Testament, and *The Upper Room* provides the unique opportunity to dive deeper into this language of love which leads all of us closer to Jesus Christ.”

**Rev. Fotis Romeos**

Editor of the Greek edition of *The Upper Room*

ARMENIAN ESTONIAN  
ENGLISH BULGARIAN  
FRENCH CHINESE  
GREEK BURMESE  
GUJARATI HINDI  
HUNGARIAN ILOKANO  
JAPANESE  
NEPALI INDONESIAN  
KANNADA KOREAN  
THAI KISWAHILI  
ODIA RUSSIAN  
IBAN SPANISH  
ITALIAN TAMIL  
MARATHI TELUGU  
PORTUGUESE  
SINHALA TAGALOG  
POLISH NORWEGIAN

*The Upper Room* daily devotional is available in these languages.

# Donor Revenue for 2025

## The Academy for Spiritual Formation: \$708,333

### General Fund and Scholarship Fund: \$77,770

Thanks to the generosity of donors, in 2025 The Academy for Spiritual Formation experienced a year of renewal and growth. In November, Academy #43 launched as the first-ever bi-located Academy, gathering participants from across the country in Nebraska and Arizona for a shared journey of faith through August 2027. Academy #44 was announced, and applications opened for this new Academy to be held at Camp McDowell in Alabama. The innovative hybrid Academy continued, and The Academy Podcast was reenvisioned and relaunched. Twelve Five-Day and Three-Day Academies were held across the United States and abroad.

The Academy also prepared for its second Civil Rights Pilgrimage, which was held in February 2026. This new offering captures the heart of the Academy's commitment to justice and reconciliation.

None of these offerings would have been possible without generous donors who believe in The Academy's mission to cultivate sacred spaces of love, courage, and contemplative depth for the sake of the world. In 2025, **\$59,080** was raised for **The Academy General Fund**, and **\$18,690** for **The Academy Scholarship Fund**.



The Academy  
for spiritual formation®  
THE UPPER ROOM



“This pilgrimage has been a gift of perspective, humility, and renewed purpose. . . . It has reminded me that spiritual formation is not only about personal growth but also about how we show up in the world for the sake of justice and compassion.”

**Kelly Schrader**

UMC Deacon, West NC Conference  
2026 Civil Rights Pilgrimage Participant

# Donor Revenue for 2025

## The Academy for Spiritual Formation: \$708,333

### Endowments: \$630,563

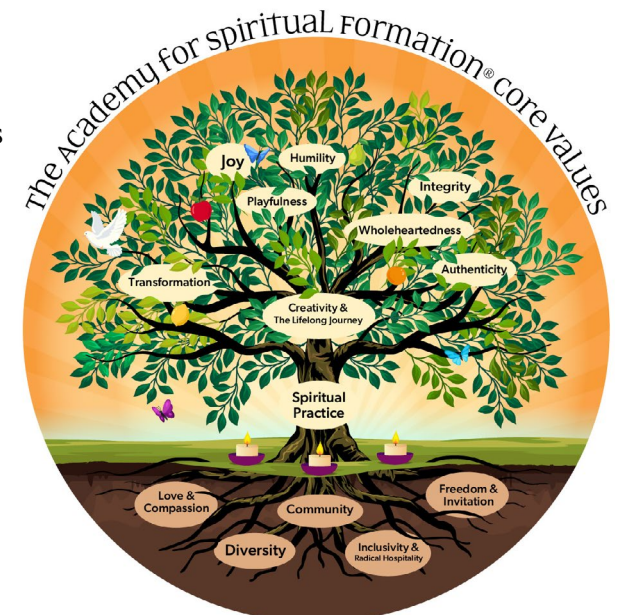
A major gift was given in December to the **John Mogabgab Leadership Endowment** and **The Academy Scholarship Endowment**, making the total raised in 2025 for the **Leadership Endowment \$520,263** and the total for the **Scholarship Endowment \$110,300**. The leadership endowment supports the recruitment and retainment of the best faculty possible and serves as a permanent fund to generate annual returns to sustain the ministry. The **Scholarship Endowment** funds the ongoing scholarship needs and generates annual income that sustains the ministry.

The balance of the **Scholarship Endowment** is **\$585,713**, and the balance of the **Leadership Endowment** is **\$937,338**.

Click [here](#) or scan below to make a gift to these funds to ensure longtime sustainability for the Academy.



The Academy  
for spiritual formation®  
THE UPPER ROOM



# Donor Revenue for 2025

## Emmaus Ministries: \$47,164

Emmaus Ministries welcomed **Brittany Sky as its new director** and continued to strengthen its global community through gatherings, leadership development, and new ministry initiatives. Communities around the world remained active, with more than **1,300 Walks, Flights, Encounters, reunions, and other Emmaus-related events** taking place in 2025. **Village Encounter**, the newest member of the Emmaus Ministries family, completed its third year.

Ministry highlights included **Malawi's first set of Walks**, a **Leadership Development Event (LDE) in Taiwan** in October, and an **International Virtual Gathering** that connected leaders across regions. Throughout the year, Emmaus communities remained committed to nurturing discipleship through the Walk to Emmaus, Chrysalis, and other Emmaus ministries, offering spaces where participants encounter Christ's love, deepen their faith, and return to their churches renewed for ministry.

Fundraising initiatives focused on the **Fourth Day Fund**, the operations fund. **\$32,642** was raised in 2025. The **GIFT Fund**, which supports emerging communities and their regional representatives, raised **\$14,522**.



"The Walk to Emmaus was instrumental in renewing my faith, preparing me for a new season of marriage; and my Walk solidified my call to ordained ministry. The Emmaus community has been a constant source of encouragement and accountability since I was in high school and attended a Chrysalis Flight and has only continued to be irreplaceable in my adult life."

**Heather Cummings**

# Donor Revenue for 2025

## All Other Areas: **\$67,216**

Includes funding for **Prayer and Chapel, Email & Web Ministries, Healing & Resilience, the Crisis Impact Fund, the Stephen Bryant Prayer and Spiritual Formation Fund, and bequests.** This special category also includes the **Braille Edition Options**, which ensures *The Upper Room* daily devotional guide remains accessible through various formats, such as **Braille Ready Format (.brf)** files.

### **A special note about the Healing & Resilience program:**

The Healing & Resilience program concluded in July 2025 after its director accepted a call to serve a local congregation. We remain deeply grateful for the donors who made this ministry possible. In just three years, Healing & Resilience supported more than 2,000 pastors and church leaders through workshops and individualized coaching sessions, equipping them to navigate grief, burnout, conflict, and fatigue in their ministries. All gifts received in 2025 were used to support the program's ministry expenses.

## Where Most Needed: **\$642,190**

Gifts to our **Where Most Needed** fund provide essential support to Upper Room ministries that need additional funding to accomplish their ministry goals. These unrestricted donations offer the flexibility to reallocate funds where they are most needed, helping sustain the full scope of our work.

In 2025, this fund bridged the gap for several key areas of ministry, including Prayer and Chapel, the international editions of *The Upper Room*, The Academy for Spiritual Formation, and Emmaus Ministries.

By giving to **Where Most Needed**, donors help ensure that every part of our ministry remains strong, vibrant, and effective.

# Donor Revenue for 2025

## 90th Anniversary of *The Upper Room*

In 2025, *The Upper Room* celebrated 90 years of ministry. First published in 1935, the daily devotional guide began as the vision of Francis Craig, a Sunday school teacher. Mrs. Craig and her class at Travis Park Methodist Episcopal Church in San Antonio, Texas, longed to help families connect with God and with one another beyond Sunday mornings.

Nine decades later, more than **1.5 billion copies** of *The Upper Room* have been printed. Today, the devotional is available in **more than 30 languages and distributed in over 100 countries**, with writers from around the world sharing reflections on God's presence in daily life.

The reach of this ministry continues through the faithful support of generations of *Upper Room* donors and subscribers.



Mrs. Francis Craig (above) and her 100-member Philathea Sunday school class (banner art)



Celebration in August. (l-r):

**Lindsay Gray**

Executive Director, Upper Room Editions

**Bobbi Kroll, Shirley Wakins, and Rev. Cynthia Engstrom**

delegates from Travis Park UMC

**Rev. Jeff Campbell**

Interim Publisher of The Upper Room

# A Snapshot of Your Impact in 2025

*The Upper Room* reached over **4 million readers** in **32 languages** across more than **100 countries**.

The **Africa-English edition in Zimbabwe** launched.

The **English edition in Indonesia** and the **Portuguese edition in Portugal** celebrated **25 years** of ministry, and the **Norwegian edition** celebrated **75 years** of ministry.

**969,000 people** visited our website, and our content generated **13.1 million social media impressions** and **730k total engagements**, our highest engagement count in a calendar year.

**12,000 copies** of the daily devotional guide were added to The Upper Room Chaplains' Ministry, which supports military, VA, and prison chaplains.

The Academy launched its **first-ever bi-located 2-year Academy**, gathering participants from across the country in Nebraska and Arizona for **Academy #43**.

**Hosted 12 Five-Day** and **shorter Academies** throughout the United States and abroad.

**The Academy for Spiritual Formation's** award-winning podcast was reenvisioned and relaunched.

**1300 Emmaus Ministries events** were held worldwide, including Malawi's first set of Walks.

**50 Emmaus leaders** from across Asia attended the Leadership Development Event (LDE) in Taiwan.

**21,624 prayer requests** and **151,502 prayer responses** were posted on The Upper Room Prayer Wall.

# Thank you for a great 2025!

Donors gave  
**\$1,752,540**

**95.1%**  
of all donations  
were \$100 or less

**23,265** total gifts  
from **11,943** donors  
Average gift amount: **\$75.33**  
Average gift per donor: **\$146.74**

Donors came from  
**24 countries**

**28.6%** of gifts were  
from new donors

## 320 recurring gifts each month.

We send a special shout-out of thanksgiving for these donors who are members of our Fellowship Circle monthly giving program.

# Ways to Become More Involved

## **Join the Fellowship Circle.**

The Fellowship Circle is a giving circle of friends, who make monthly contributions to The Upper Room. By selecting “recurring gift” on the donation form, you can set up an ongoing monthly gift of any amount and to any fund by using your bank account, credit card, or debit card. For more details, contact [fellowship@UpperRoom.org](mailto:fellowship@UpperRoom.org).

## **Give a Tribute Gift.**

Any gift may be made in honor of or in memory of a loved one. If you provide us with the contact information, a tribute card will be mailed on your behalf.

## **Can Your Donation Be Matched?**

Many companies match donations to The Upper Room when given by their employee. Please check with the Human Resources department at your employment to see if your company matches charitable contributions.

## **Make an In-kind Gift.**

If you are interested in donating an in-kind gift that is mission-aligned with our ministry, please contact us at [development@UpperRoom.org](mailto:development@UpperRoom.org).

## **Give Via PayPal or DAFpay.**

Through our online giving forms, you can now give quickly and securely through your PayPal account at checkout. If you have a Donor Advised Fund, you can give directly through your DAF at checkout. Just click on the DAFpay option.

# Planned Giving Opportunities

Many friends of The Upper Room choose to support the ministry not only through annual gifts, but also through planned giving that extends their legacy of faith for generations to come. These gifts help ensure that future generations continue to encounter God's presence through prayer, spiritual formation, and Christian community.

Planned gifts can take many forms. Some options offer benefits now, while others offer benefits later. Many options offer significant tax benefits to the donor and/or their heirs.

We are deeply grateful to those who have included The Upper Room in their planned giving—and to those who may be considering doing so. If you decide to make a planned gift and feel comfortable sharing your intentions, we would welcome the opportunity to thank you and steward your generosity faithfully.

As always with long-term financial planning, please consult your financial advisor, attorney, or estate planner to explore what's best for you.

**Charity Formal Name**

The Upper Room, Inc.

**Charity Formal Address**

1908 Grand Avenue Nashville, TN 37212

**Charity Address (bank lockbox) to Mail Checks**

The Upper Room, PO Box 305150, Nashville, TN 37230-5150

**Tax ID#:** 36-5019628

## Forms of Planned Giving

These are the most common forms of planned giving The Upper Room can receive:

**Donor Advised Funds (DAFs)**

**IRAs (as a QCD or beneficiary)**

**Gifts of Stocks and Other  
Marketable Securities**

**Bequests**

**Trusts (as a beneficiary)**

**Life Insurance Policies and Annuities  
(as a beneficiary)**

**Charitable Remainder Trust**

**Charitable Lead Trust**

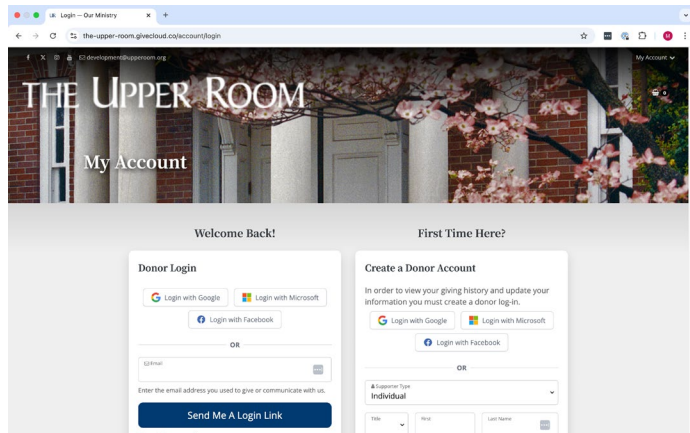
To find out more about planned giving opportunities, visit

[UpperRoom.org/plannedgiving](https://UpperRoom.org/plannedgiving) or email us at [plannedgiving@UpperRoom.org](mailto:plannedgiving@UpperRoom.org).

# Donor Portal

## Register Today for Our Donor Portal!

Through our online giving platform, GiveCloud, donors can access their giving history, 24/7. In the donor portal, you can view your past gifts, update your monthly giving commitment, and more.



**To get started as a new user,**

1. Go to [the-upper-room.givecloud.co/account/login](https://the-upper-room.givecloud.co/account/login).
2. Create a donor account by entering your name, email address (used for previous donations to The Upper Room), zip code, and password. Or log in using your Google, Microsoft, or Facebook account.

**For returning users,**

3. Use your email address and password or Google, Microsoft, or Facebook account that was used to previously sign in.
4. If you forgot your password from previous log-ins, enter your email address in the “Forgot Your Password?” field and a prompt will be emailed to you, allowing you to reset your donor portal password.

### **Please Note:**

Your donor email address must match what we have on file with your donor account. If you have any issues logging in, accessing your donor information, or matching your email address to your donor account, please contact us at [development@UpperRoom.org](mailto:development@UpperRoom.org).

# Who We Are

## Mission Statement

The Upper Room invites people to create daily life with God.

## Vision

To foster an international community of people and congregations who are seeking God, building a vision of new life in Christ, nurturing one another by sharing experiences of God's love and guidance, and encouraging one another in Christian action to transform the world.

## The Upper Room's Guiding Principles

- Honor God's presence that has shaped our past and guides our future.
- Create content that points to hope in Christ.
- Offer space to listen for the Spirit to form us.
- Embrace a spirit of abundance that gives witness to God's generosity.
- Engage the global community with love and respect.
- Commit to work that is relevant and accessible for all people.

## Contact Us

The Upper Room Fellowship  
PO Box 305150  
Nashville, TN 37230-5150  
development@UpperRoom.org  
[UpperRoom.org/donor](http://UpperRoom.org/donor)

To make an online gift:  
[UpperRoom.org/gift](http://UpperRoom.org/gift)

To access your giving history  
or to make changes to your  
monthly contributions,  
log in your donor portal at  
[the-upper-room.givecloud.co/account/login](http://the-upper-room.givecloud.co/account/login).

**The Upper Room's EIN is 36-5019628.**

A blue-tinted background image of cherry blossoms. The flowers are in various stages of bloom, with some fully open and others as buds. The petals are light and delicate, and the stamens are visible. The overall mood is serene and celebratory.

**Thank you for a great 2025!**