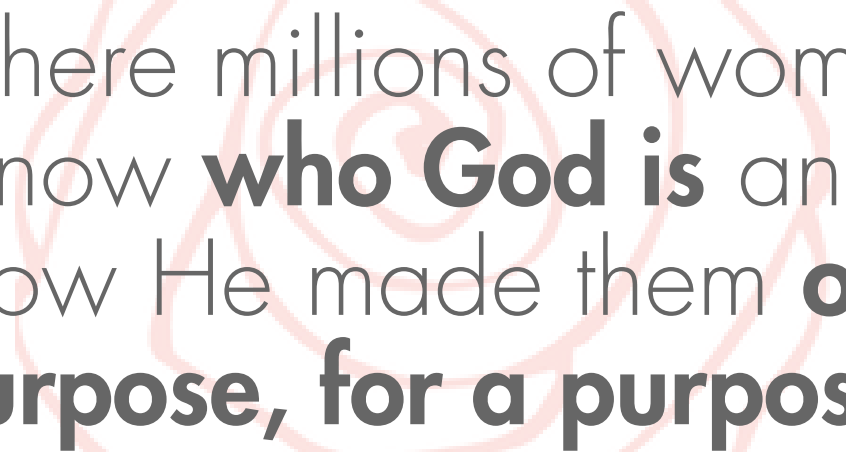




LANE OF ROSES
FAITH • STORIES • COMMUNITY





Where millions of women
know **who God is** and
how He made them **on**
purpose, for a purpose.



Who We are

We are a nonprofit for women to:

- ▶ explore faith,
- ▶ share stories of hope, and
- ▶ connect to community.

It starts online, and ends in a living room.

KAYLA'S STORY



I'm getting baptized this Sunday and I need to give a huge shoutout to this amazing organization! I would not be where I am today without these women. I had never been in a Bible Study before, but these women welcomed me with open hearts and minds. They continue to inspire me and my relationship with Jesus every week! - Kayla



OUR STORY

At 23, Katie Humphress hit rock bottom. She threw her hands in the air and said, "God, I quit! Following you might be hard and boring, but it's better than this!"

But when Katie read the Bible, she found she'd been wrong about God. He wasn't a distant, unapproachable dictator; He was a passionate, gracious Creator who loved her and offered her a new life. Through faith, God saw her as if she'd already arrived at her full of potential - He made her on purpose and for a purpose.

In 2005, Katie shared her story to new members in sorority houses on Rose Street and Rose Lane at the University of Kentucky. Hundreds of young women wanted to know more about a relationship with God!

In 2013, Katie started a website named after Rose Lane to provide more ways to connect deeper with God and others. One of the first emails she received was from a rape

victim who wrote, "I have no clue who else to turn to... please help..."

After meeting her, Katie realized the website wasn't enough. Women needed more information on how to see God, and themselves, accurately. In response, she wrote a book the following year, ***Fake IDs***. Lane of Roses was growing into a movement.

10 years after Katie first stepped on Rose Lane, Lane of Roses incorporated into a 501c3 nonprofit organization. And the following year, one of the former students Katie mentored in college, Rebekah Perryman, joined staff full-time.

Soon after working side-by-side, Katie and Rebekah looked at each other with tears in their eyes: The dream of Lane of Roses was becoming a reality. Lane of Roses would be a place where every woman sees herself as God sees her.

WE BELIEVE

...a relationship with God is transformational.

Romans 12:2

...God sent His son Jesus to pay the price for every imperfect thing we have done or will do, so we can experience His perfect love and love Him back.

John 3:16

...in loving God and loving others.

Mark 12:30-31

...that freedom comes when you truly discover who you are in Christ.

2 Corinthians 3:17

...we are Christ's Ambassadors, placed on this Earth to share the good news of Jesus Christ.

2 Corinthians 5:20

...in the power of a story. God divinely crafts our lives for His purpose.

Genesis 50:20

You may also contact us for a more detailed Statement of Faith.



VALUES

Faith: Faith is Foundational.

Zephaniah 3:17

We encourage women in their exploration of faith.

Stories: Stories are Powerful.

Genesis 50:20

We teach women how to share their stories in a powerful way.

Community: Community is Essential.

Ephesians 4:16

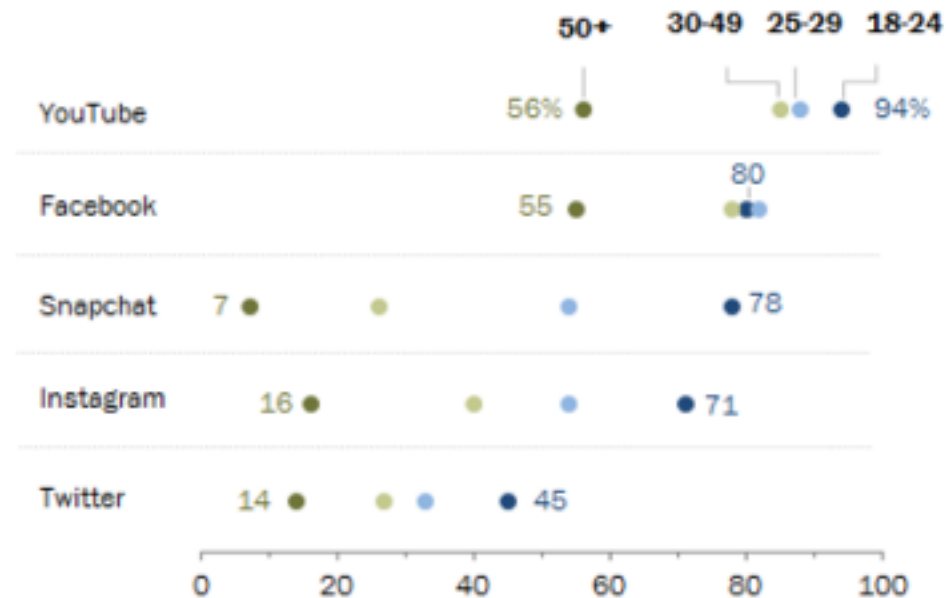
We connect women to each other through authentic community.

THE SITUATION

YOUNG WOMEN CONNECT ONLINE

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

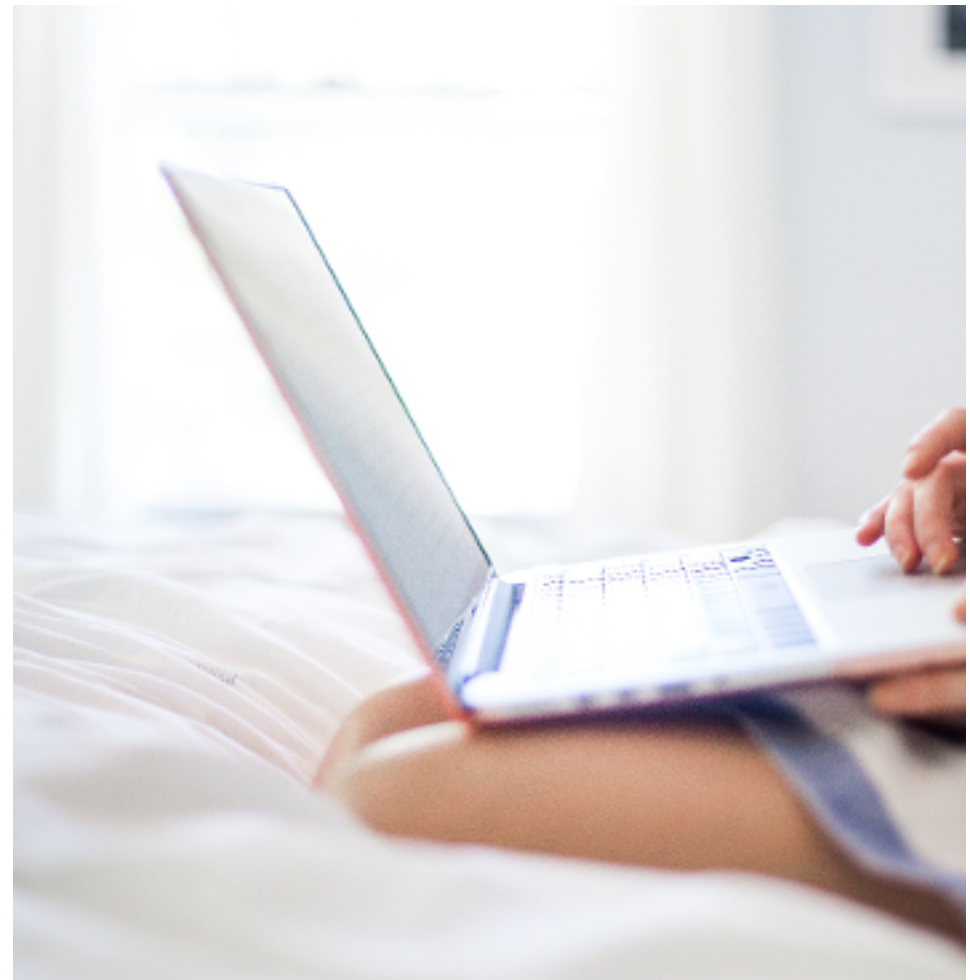
% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER



THE SITUATION

...BUT ARE LONELIER THAN EVER



Cyber-Bullying

- ▶ 59% of adolescents report online abuse
- ▶ The number of Americans with no close friends has tripled since 1985

Faithless

- ▶ 35% of American millennials are religiously unaffiliated

Anxiety & Depression

- ▶ 25% 13-18 have an anxiety disorder
- ▶ 3 million experience depression
- ▶ Depression is 3X as common among teen girls as teen boys (16.2% versus 5.3%)

Suicide

- ▶ 2nd leading cause of death in young women ages 15-24.

Sexual Assault

- ▶ 27% of college women *reported* unwanted sexual contact, and more than 90% of sexual assault victims on college campuses do not report the assault

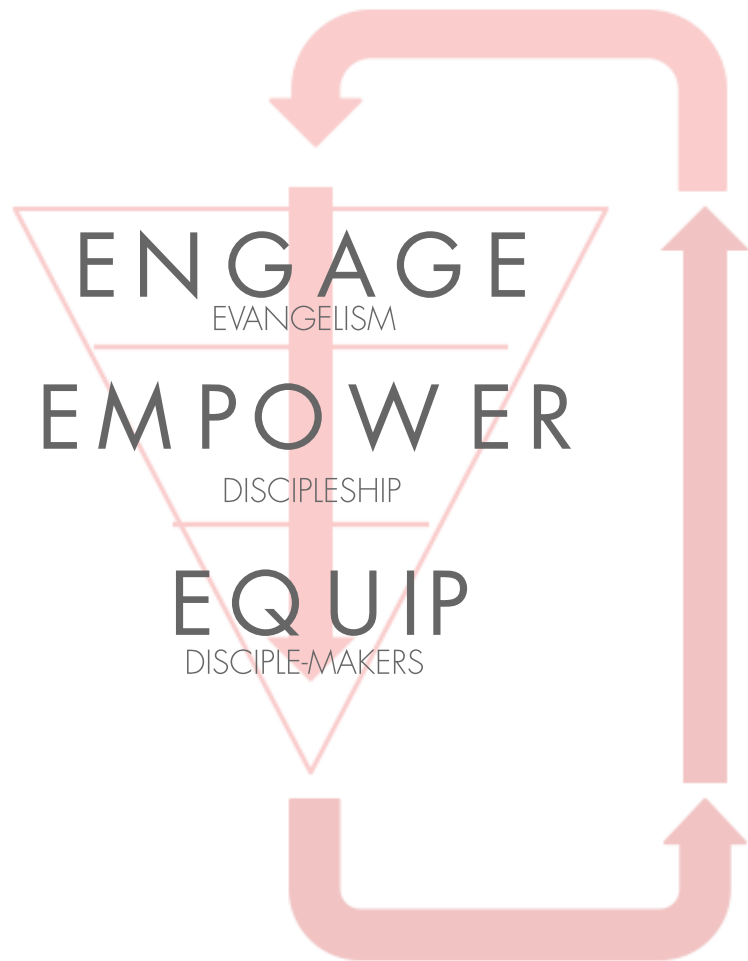
THE SOLUTION

Lane of Roses engages, empowers, and equips young women to live out their God-given purpose.

It starts online, and ends in a living room.



HOW IT WORKS





HOW IT WORKS



HOW IT WORKS

LEXINGTON, KY

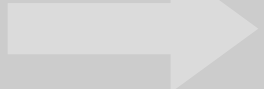


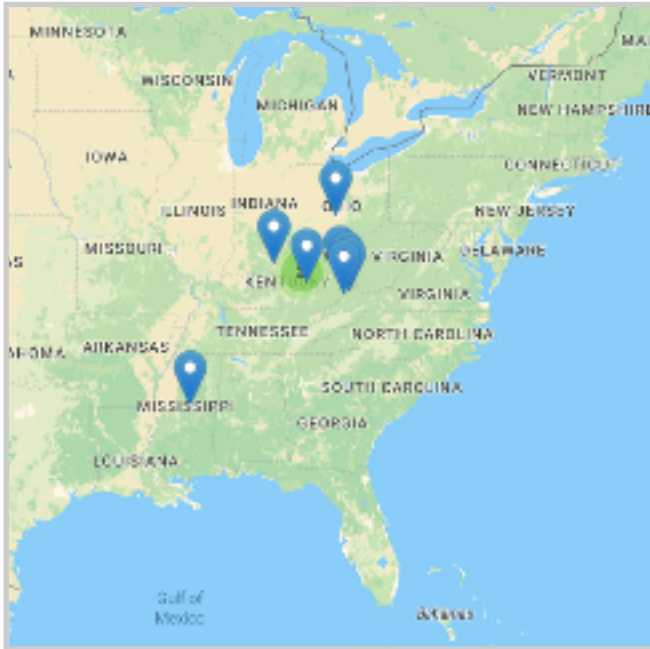
- ▶ 81% OF SORORITY WOMEN RESPONDED TO NEW MEMBER TALKS
- ▶ 99 SORORITY NEW MEMBERS SIGNED UP TO HEAR MORE ABOUT A RELATIONSHIP WITH GOD
- ▶ 2 BIBLE STUDIES WITH 80 MEMBERS TOTAL
- ▶ 421 COMMUNITY EVENT ATTENDEES IN 2018

Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit.

Matthew 28:19

HOW IT WORKS

FROM LEXINGTON  TO THE U.S.A



- ▶ 10 BIBLE STUDIES ACROSS THE UNITED STATES
- ▶ AMBASSADORS FROM 14 STATES
- ▶ WEBSITE VIEWED IN ALL 50 STATES
- ▶ 7 DECISIONS FOR CHRIST IN 2018

*Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit.
Matthew 28:19*

HOW IT WORKS

FROM LEXINGTON  TO THE WORLD



- ▶ PEOPLE FROM 92 COUNTRIES VISIT WEBSITE
- ▶ USERS READ ON AVERAGE 2.43 PAGES PER VISIT
- ▶ 13,732 WEBSITE USERS IN 2018; 10,620 ARE NEW!
- ▶ AMBASSADORS FROM 4 COUNTRIES
- ▶ PARTNERING WITH GO MINISTRIES INTERNATIONAL TO SERVE REFUGEES IN GREECE IN MAY 2019

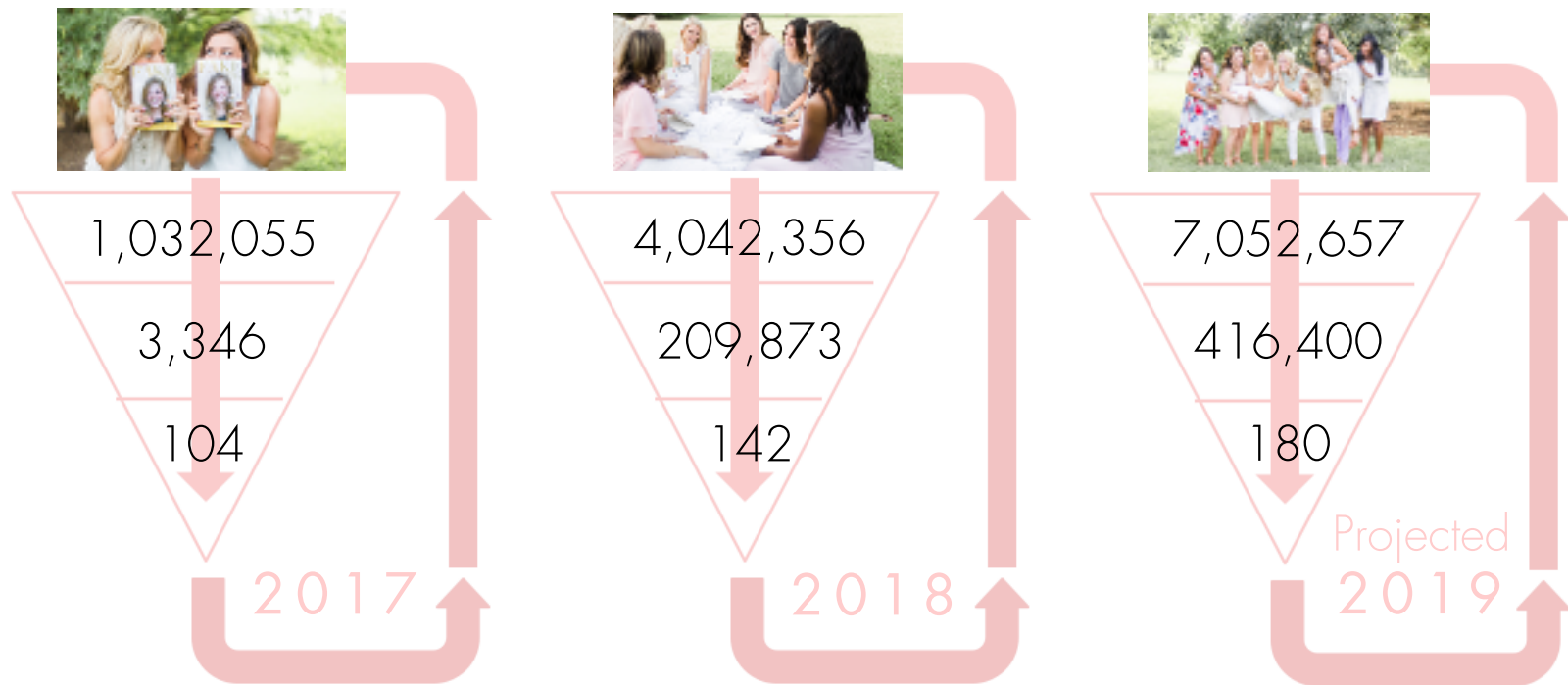
*Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit.
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ENGAGE

EMPOWER

EQUIP

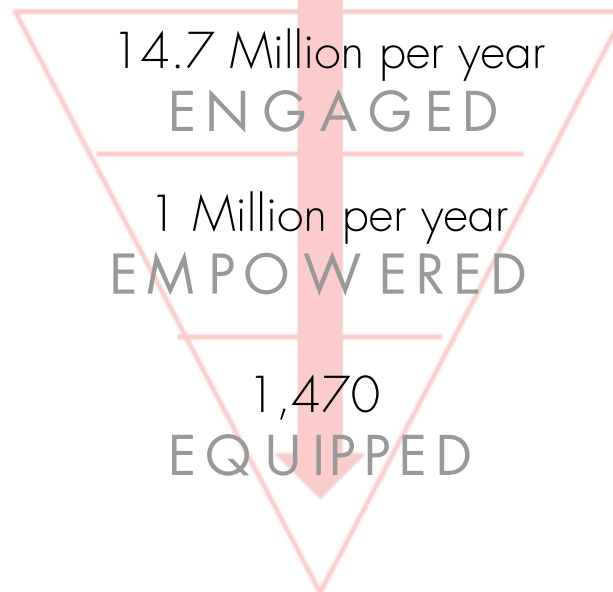
IMPACT LEVELS



Disciple-makers for life.

2025

From disconnected to



Connected Disciple-makers for life.

A photograph of four women sitting on a pink blanket in a grassy field. They are all smiling and looking at a magazine that is open on the blanket. The magazine features a woman's face on the cover. The text "YOUR ROLE?" is written in large, white, sans-serif capital letters, and "Partner for Change" is written in a smaller, black, cursive script below it. The background is a lush green field.

YOUR ROLE?

Partner for Change

2019 Projections

Your Dollars at Work

PEOPLE IMPACTED ANNUALLY

COST PER PERSON

Annual / Monthly

TOTAL ANNUAL COST

7,052,657 Engaged	\$0.01	< \$0.01	\$70,527.00
6,460 Engaged through the Rose Lane Project	14	1	86,505
7,000 Empowered through Daily Devotions	4.5	.38	31,500
1,376 Empowered through Faith Resources on App	1	.09	1,448
300 Empowered through Bible Study Groups	127	11	38,114
100 Empowered Community Group Members	90	7.5	9,000
292 Empowered to Share Their Stories	9	.75	2,590
50 Empowered to Make a Decision for Christ	59	5	2,955
572 Empowered through Counseling Services	26	2	15,000
90 Equipped Ambassadors	449	37	40,435
90 Equipped Prayer Partners	57	5	5,200
20 Equipped through Mission Trip(s)	200	17	4,000

PEOPLE IMPACTED: 7.68 MILLION

TOTAL COST: \$307.274

Opportunities for MISSION PARTNERS

When you give monthly or annually to Lane of Roses, you are giving to **life change** in Lexington, KY and beyond.

Opportunities for MISSION PARTNERS

As a member of our Mission Partner Team, you'll also receive...

- Access to online Lane of Roses Community with other Mission Partners via Facebook
- Monthly prayer for you by Lane of Roses staff member
- Monthly E-Newsletter with ministry updates
- Monthly free resource made available to you in E-Newsletter
- 25% off to anything in the Lane of Roses shop via promo code
- Free branded materials (Lane of Roses promotional items)

Ways to Give



Make Checks Payable to:

Lane of Roses

PO Box 154

Lexington, KY 40588

Give Online:

WWW.LANEOFROSES.COM/GIVE