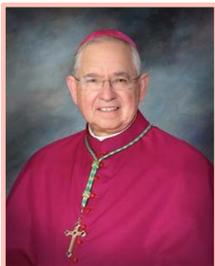




## Endow

**(Educating on the Nature and Dignity of Women)**  
is a Catholic apostolate for women. We call women together to study the important documents of the church. Through Endow groups, women encounter their identity as daughters of God, enabling them to grow in their faith and ultimately discover their mission in life.



*“Endow is the most important apostolate of our time.”*

*- Archbishop José Gómez*

President of the USCCB

6160 S Syracuse Way, Ste 150  
Greenwood Village, CO 80111  
(303) 931-5319



Catholic women face many challenges in our modern society. Endow Groups can provide an antidote to what ails much of current culture as shown in the chart below:

<b>PROBLEM</b>	<b>ENDOW SOLUTION</b>
Loneliness and isolation exacerbated by Covid-related social distancing requirements	The bonds formed in an Endow group counteract the isolation that has become so much a part of women's lives in a post-Covid world
Fear of expressing oneself because of "cancel culture"	Endow small group communities provide a safe place of faith, friendship and education allowing women to cultivate their own unique voice as well to practice real dialogue with others
Confusion about what it means to be a Catholic woman in the modern world	Women find clarity, guidance, consolation, hope and inspiration by studying the writings of Pope St John Paul II, Pope Benedict XVI, Pope St Paul VI, St. Thomas Aquinas and the female doctors of the Church
Struggle to balance competing demands of being a wife, mother, daughter, friend, working professional	Working through a 12-week Endow study in a small group fosters life-giving, essential conversations that allow women to come to understand their place in salvation history and to find meaning and inspiration in their personal vocation.
Desire to cultivate a rich interior life in a loud and distracting world	Endow studies are designed intentionally as a busy woman's guide to access the rich inheritance of the Church, providing an opportunity to build a personal relationship with God in community with like-minded women.



## Major Accomplishments

Over the past year, Endow has made considerable progress in its mission to educate women toward a deeper, more profound understanding of their God-given dignity.

- Following three years of double-digit growth from 2016 – 2019 and despite the Covid-19 pandemic's devastating impact on our small group business model, revenue from Endow study guides sales declined less than 10% from 2019 to 2020 and held steady throughout 2021.
- Introduced online webinars in 2020 to increase engagement during the pandemic; held 7 webinars in English and 3 webinars in Spanish with over 4000 women registered
- Launched the Endow Podcast in June of 2020; over 50,000 downloads worldwide in just 17 months; average audience size of 650+ per podcast episode
- Reduced fixed costs from over \$1.1 M in 2018 to a forecasted \$0.5 M in 2021, the lowest level in over a decade
- Launched our latest study, Catholic Social Teaching, in June of 2021 to rave reviews
- Launched our full-color four-part High School study series in January of 2022
- Launched the **Join an Endow Group** digital enrollment process on our website in November of 2020 to connect women that live in the same geographical area and encourage them to form new Endow groups; over 1000 women have registered in just 14 months with 86 new Endow groups created all over the US
- More than doubled Endow's Feminine Genius Circle (monthly giving society) from 2020 to 2021
- Bolstered our social media presence: 9900 followers on Instagram, 7900 followers on Facebook and 1300 subscribers on YouTube
- Despite Covid-induced pressure on sales revenue in 2021, Endow concluded the year with a positive operating result for the first time in 5 years



## Ongoing Challenges

Despite our recent accomplishments, we remain highly dependent on our donor community to bridge the gap between our sales revenue and our operating costs. In addition, we face the following challenges to advance our mission in a significant way:

- **Build awareness of our apostolate!** We have a beautiful program that is formational and transformational; we need to let more women know what we have to offer
- **Grow an appreciation among the clergy** that Endow is a valuable tool to form women and build enthusiasm and engagement in the parish community
- **Continue to grow our outreach to our Hispanic community** via our Magnifica spanish-language apostolate
- **Bring Endow to women on the fringes of society:** homeless shelters, prisons, crisis pregnancy centers
- **Expand internationally** including possibly printing and distributing studies in Australia and Europe in response to growing demand outside of the US
- **Develop robust fundraising capabilities** to provide the resources necessary to fund continued growth over the next five years



## Testimonials

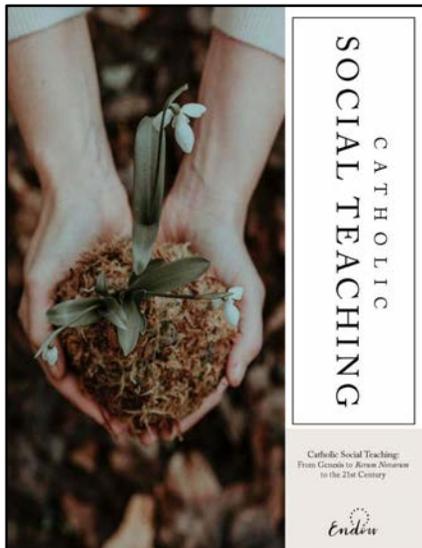
- *Again, please accept my gratitude for all the Endow Team is contributing to our communities and lives. I long for the day we hear women say, "I have a place in the Church and I know exactly what it is!"*
- *The Endow mission is right up my alley and I am so happy to see how well you all are spreading the word and giving women an opportunity to learn and engage with the intellectual aspects of our faith.*
- *It was suggested to a young woman by a mutual friend that she should join my Endow study group. As we welcomed her, I had no idea that she was thinking of leaving the Catholic Church. This was to be her final attempt to hold onto her Catholic faith. Over time, and as we read the study guides and learned together, this young woman had all of her questions answered. She is today a fervent and faithful Catholic! Thank you Endow! And God be praised!*
- *I'm done being a Cafeteria Catholic.*
- *I am so thankful for Endow and pass it on to all my friends, including Protestant women like myself (although I am converting to Catholicism because of the depth and richness I have missed for years in The Catholic community.) Thank you Endow crew!!*
- *"Endow has been such a great nourishment to my faith formation and has offered me a place to reach out to other women to encourage their knowledge of the richness of our Church teachings and hopefully strengthen their relationship with our Lord and God."*
- *"I have been a facilitator for a little over two years. I love this program and the goal to reach out to all women in all walks of life to embrace our God-given dignity which we all possess. And use our feminine genius in a profound way to transform our society."*
- *"There is a sharing that is going on among all of us that goes beyond the material at hand... it has been the catalyst that has helped to open our hearts to one another while discovering new information and healing by embracing our dignity as women. Our Lady's Grace is upon us, preparing us to reach out to more women in need of this knowledge and healing... I feel it."*



## Catholic Social Teaching Study Guide Reviews

“Very original. It will help many women. Very attractive. Examples from the saints. Eucharist as the ultimate locus of place of Catholic Social Teaching; amazing & appropriately used. Method is valid.”

- **Fr Tony Caballero**, *Censor for the Archdiocese of Denver*



“Love the historical approach. Other approaches have been done ad nauseum ... the 4 themes, the 7 principles. But tying the times to the docs and themes allows for remembering them for real.

Loved two the theme of "right relation with one another and in society" in light of Christ. Great overarching theme.

Really nice work & hard!”

- **Helen Alvare**, *Professor of Law at George Mason University*

“You have a real MASTERPIECE here!! Just in time to save the world from chaos! I believe that our Good God not only ordained this project, but will ensure its great success! I also believe Mary Queen handpicked her most magnanimous souls to bring it forth! It is a “pearl” of GREAT PRICE!!!!”

- **Barbara McGuigan**, *EWTN*



## Our Portfolio

### **Adult Study Guides**

Letter to Women

Catholic Social Teaching

Salvifici Doloris | On the Christian Meaning of Suffering

St. Catherine of Siena | Setting the World Ablaze

St. Teresa of Avila | Teacher of Prayer

St. Edith Stein | Seeker of Truth

Rosarium Virginis Mariae

Mulieris Dignitatem | On the Dignity and Vocation of Women

Redemptoris Mater | Mother of the Redeemer

Discovering the Doctors | Hildegard of Bingen & the Doctors of the Church

Deus Caritas Est | God is Love

Humanae Vitae | Of Human Life

Aquinas for Beginners | Part I

Aquinas for Beginners | Part II

Lumen Gentium | Light of the Nations

Discover Your Dignity: A Woman's Journey Through Life | Part I

Discover Your Dignity: A Woman's Journey Through Life | Part II

### **Youth Study Guides**

Girl Genius I | Defining Dignity

Girl Genius II | Forming Friendships

Girl Genius III | Loving Leadership

High School Book I | Created for Love

High School Book II | Created for Community

High School Book III | Created for Holiness

High School Book IV | Created for Mission

### **Spanish Study Guides**

Carta a las Mujeres

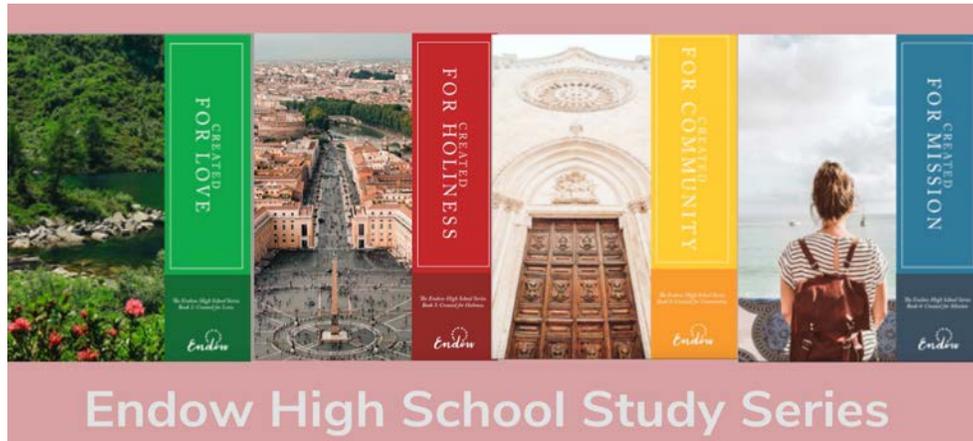
El Santa Rosario

Salvifici Doloris

Maestra de Oración - Santa Teresa de Ávila

Encendiendo al Mundo - Santa Catalina de Siena

Madre del Redentor



*Premiered January 2022*

### **Book 1: Created for Love**

This study explores the dignity of every human person as created in the image and likeness of God. It introduces young women to the concepts of authentic love, the mystery of beauty and true freedom. **Created for Love** will lead young women on a journey of encountering their identity as daughters of God, enabling them to grow in faith and virtue.

### **Book 2: Created for Holiness**

This second study examines the question, "What is Love". It explores the purpose of friendship and outlines how to identify a true friend. The study explores the difference between love and lust and introduces the concept of dating with intention, allowing young women to understand the critical importance of surrounding themselves with those who desire what is best for them.

### **Book 3: Created for Community**

The third study explores the concept of holiness through the lens of young people's thirst for greatness. The Beatitudes and the Universal Call to Holiness are presented in connection to the idea that God has a plan for every human person from the moment of their creation, encouraging young women to think about what personal fulfillment means to them and begin to discern their personal vocation in life.

### **Book 4: Created for Mission**

The final study guide in our High School series reiterates the truth that God has created each human person for a unique purpose. It emphasizes how we can discover God's plan for us by growing in relationship with Him and encourages each young woman to discern how God is calling her to express her unique feminine genius in our world. Young women will learn how to develop a deepened interior life and will naturally begin to contemplate their mission in life even before they leave home for college.

6160 S Syracuse Way, Ste 150  
Greenwood Village, CO 80111  
(303) 931-5319



## Meet the Team



### **Annette Bergeon, Executive Director**

Annette is a cradle Catholic who was born and raised in Ohio. She earned engineering degrees from Purdue University and the University of Michigan, and an MBA in Finance and Operations Management from the Wharton School of Business at the University of Pennsylvania.

She previously held management positions at Chrysler Motors and BASF Corporation. Blessed by the birth of twin sons and a daughter, Annette took a professional sabbatical and moved to Colorado with her husband, Chris to raise their young family. During those years, she volunteered at her parish teaching Baptism Preparation classes and at her children's school as a math enrichment teacher.



### **Simone Rizkallah, Director of Program Growth**

Simone Rizkallah previously worked at St. Mary's Catholic High School in Phoenix, Arizona as Theology Department Chair and Senior Theology Teacher. She is also an Institute of Catholic Theology Fellow based on the campus of St. Thomas the Apostle in Phoenix, Arizona.

Her graduate degree is in Theological Studies with an emphasis in Systematic Theology from Christendom College. Her undergraduate studies and professional back-ground include marketing communications, media, radio, and theatre before discovering her passion for the Faith and the call to evangelize through teaching and speaking.



### **Laura Zambrana, Director of Content**

Laura Zambrana, MDiv, is the Director of Content for Endow. As Director of Content, Laura brings our new studies to life through editing and overseeing the design and printing process. Laura also manages our website content.

She has been an Endow host since 2010 and has led several Endow groups in Pasadena and Hollywood, CA. Laura graduated from Thomas Aquinas College and studied Theology at the University of Notre Dame, then worked with Venerable Patrick Peyton's ministry at Family Theater Productions in Hollywood, where she met her husband, James. Laura and James have three kids, Peter, Helen, and Jane.



### **Janeth Chavez, Magnifica Coordinator**

Janeth was born in Mexico and was raised in Denver, Colorado. She has a degree in marketing and has received Catholic Spiritual Formation through InIpsa Ministry, as well as Theology Formation from the McGrath Institute for Church Life of the University of Notre Dame. Prior to Endow, she worked for the bishops of the Archdiocese of Denver.

For the past six years, she's worked with the Hispanic community in various apostolates. Her passion is to help other women grow in relationship with the Lord and help them live out their true identity as daughters of God, rooted in faith and love.

6160 S Syracuse Way, Ste 150  
Greenwood Village, CO 80111  
(303) 931-5319



Please reach out to me at [annette.bergeon@endowgroups.org](mailto:annette.bergeon@endowgroups.org) or (720) 206 - 9378 with questions.



“To a great extent, the level of any civilization can be measured by the level of its womanhood.”

- Archbishop Fulton J Sheen

6160 S Syracuse Way, Ste 150  
Greenwood Village, CO 80111  
(303) 931-5319